Ref-room

AUGUST 27, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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ANOTHER REASON WHY
IOWA PREFERS WHO

WHO
has a professional news staff!

Every time a WHO newscaster goes on the air, he is fore-armed and prepared in a way that few other independent-station newscasters can boast.

(1) He has received his basic material from eight news wires, of three big news services (UP, INS, AP)—the largest news facility, *either newspaper or radio*, in Iowa.

(2) His material has been completely rewritten (for style and brevity) by a staff of *ten* professional news men and women under his direction.

(3) He has spent his entire working day in preparation for *news only*. And his voice means *news only* to his listening audience—he is NOT an "announcer".

To elaborate on No. 2, above—our news staff has 82 cumulative years in journalistic work—29 in newspaper, 35 in radio news, 18 in teaching. Their educational background includes *eleven* degrees—seven Bachelor of Arts, three Masters, and one B.S.E.

So what? *So more Iowa people like WHO newscasts better than all other newscasts heard in the state, combined.* That was proved in the 1944 Iowa Radio Audience Survey.

Want complete details about *this* reason why Iowa prefers WHO?

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

XUM

Portrait of a Typical Timebuyer...

THIS COMPOSITE ADVERTISING EXECUTIVE DOES HIS FALL BUYING WITH A WEATHER EYE ON RATINGS. In Washington, he finds that WOL shows substantial share-of-audience increases during all three segments of the broadcasting day (Monday through Friday), ranging up to 60% increase in the 8:00 A.M.-12:00 noon period.*

HE SPENDS CAREFULLY, WISELY... and is pleased to discover that WOL is Washington's most economical network station—that, in spite of higher Hoopers and overall improvements, WOL still costs 20% less than any other network station in Washington.

HE'S ALERT FOR NEWS PROGRAMS... and surmises (correctly) that the reason advertisers prefer WOL news is the comprehensive (*often exclusive*) coverage afforded by our Washington Radio News Bureau, complete with three overseas correspondents. Case-in-point: General Electric's sponsorship of two quarter-hour strips a day of WOL news, across the board.

PAST PERFORMANCE AND LOCAL ADVERTISERS' OPINIONS COUNT WITH HIM. He finds that 61 local advertisers are using WOL today, 78% on a renewal basis.

HE WEIGHS PROMOTION AND MERCHANDISING HEAVILY... and has discovered that WOL, like all Cowles stations, is equipped and accustomed to follow through all the way on large-scale sales service—and has a file full of letters to prove it.

HE HAS NOTES LIKE THIS ON HIS CUFF: couple of tested shows still available on WOL, Washington's fastest-growing station. Better see Katz today.

**According to latest Hooper Station Listening Index available at deadline: May-June, compared with November-December 1944, when active Cowles management of WOL was just beginning.*

A Cowles Station

WOL

"THE VOICE OF WASHINGTON"

BASIC MUTUAL
Washington, D.C.

Represented nationally by
The Katz Agency, Inc.

NEWS STATION IN THE NEWS CAPITAL OF THE WORLD

ANNOUNCEMENT

Restrictions on the use of paper by all branches of the printing and publishing industries, except newspapers, were removed August 24th, according to the WPB.

BROADCASTING MAGAZINE, in turn, has immediately removed all advertising and circulation rationing.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING... at deadline

Closed Circuit

SCRIPPS-Howard's writer, Roger Stuart, last week took up L'affaire Charles Arthur Siepmann—in which he reported [BROADCASTING July 30] that the BBC specialist had been working at the FCC on an "internal assignment". Mr. Stuart had no more luck than BROADCASTING in getting news about Mr. Siepmann's activities out of the Commission. Expect a follow-up by S-H newspapers.

DON'T expect many new receiving sets equipped with FM tuning. Set makers are realists. Warned by FCC not to put 42-50 mc FM band in new sets, only a few will ignore Commission threat to stop all transmission. When 88-108 mc FM is in operation, set makers will increase percentage of receivers with that band. Television will be added when there is enough TV service to justify it. Right now most plants are desperately rushing to beat reconversion problems and get sets to dealers.

MAN WHO really sold FMBI on a watchful waiting policy regarding NAB is Wayne Coy, assistant to Eugene Meyer, owner of The Washington Post and WINX. Keep an eye on Mr. Coy. He's a brain.

THAT BROADCASTERS' mission to the Pacific, which was scheduled to embark about mid-September after return of the European contingent, will be delayed indefinitely—and may be cancelled altogether.

THE LETTER President Truman wrote BROADCASTING (July 9) expressing his faith in American broadcasters has won plaudits from many citizens, as expressed in dozens of letters he has received. One of latest, from prominent broadcaster, warned that in Congress and even on FCC are some who would do away with the American system and he named names.

EXPERIENCE of armed services with wire recorder may be reflected in improved models. Though the military demanded emphasis on voice reproduction, experimenters are said to have attained high fidelity at average running speeds—how high they aren't saying. Quantity output of high-fidelity wire recorders involves solving of many problems but these are yielding to laboratory research.

EDUCATORS seeking electronic equipment from war surplus stocks for proposed FM stations figure end of war and slashing of red tape at Surplus Property Board may speed up plans to equip schools and colleges with transmitters and perhaps set up educational network. Further encouragement came last week from signing of Wisconsin bill setting up State radio system. Two main worries remain —getting appropriations and finding suitable FM transmitters in military warehouses.

Upcoming

Sept. 3: Inter-American Radio Conference, Rio de Janeiro.

Sept. 11-12: First meeting, new NAB Sales Managers Executive Committee, Waldorf Astoria, New York.

Sept. 19: Hearing before FCC, sale of WINS New York by Hearst Radio to Crosley Corp.

Oct. 1-2: NAB Board meeting, Washington, and Inauguration of new President Justin Miller.

Oct. 23: Clear channel hearings before FCC, Washington.

Bulletins

CBS, while not a manufacturer of commercial radio equipment, is developing two types of color video receivers in connection with its work in full-color broadcasting. Dr. Peter C. Goldmark, director of engineering research and development, revealed Aug. 26 in a talk on postwar television broadcast in the intermission of the CBS *Symphony Concert*. One set is small floor model with picture about 9 inches wide, the other a more expensive receiver with picture about 22 inches wide. Color television receivers will be only slightly more expensive than black-and-white, he predicted.

H. PRESTON PETERS, who has been with the Office of War Information as Outpost manager for the Far East for the last year, has resigned to resume his duties as president of Free & Peters.

BROADCAST mission traveling in Europe spent two days this week in Luxembourg, departed Friday morning for Hamburg after an inspection of Radio Luxembourg.

FENDRICH ON 25 STATIONS

H. L. FENDRICH, Inc. (LaFendrich, Chas. Denby cigars), Sept. 2 begins sponsorship of *Smoke Dreams* half-hour variety show, over 25 midwestern American stations, originating from Chicago, Sunday, 1 p.m. (CWT). Talent includes Virginia Speaker, Wayne VanDyne and quartet, with orchestra directed by Frank Worth. Show, which was sponsored by H. L. Fendrich on WLW Cincinnati for several years, will be produced by Norman Heyne, of Ruthrauff & Ryan, Chicago, agency.

U. S. STEEL SERIES

U. S. STEEL Corp., Pittsburgh (steel products), Sept. 9 begins sponsorship of *Theatre Guild of the Air* on WJZ New York and on 180 American stations, 10 p.m. Premiere production will be "Wings Over Europe", revival drama of the atomic bomb, written in 1928 by two English playwrights. Agency is BBDO, New York.

Business Briefly

VASELINE SPOTS ● Chesebrough Mfg. Co., New York (Vaseline hair tonic), begins 52-week spot campaign throughout country first week of September. Agency, McCann-Erickson, New York.

NAMES AGENCY ● Allied Molasses Co., Perth Amboy, N. J. (Mother's Pantry Brand honey, syrup, and molasses), has appointed Norman A. Mack & Co., New York, to handle advertising. Radio to be used.

'SHADOW' FOR GROVE ● Grove Labs., St. Louis (Grove cold tablets), begins sponsorship of *The Shadow* over WGN-Mutual Chicago Sunday 4-4:30 (CWT) effective Sept. 9. Agency, Russel M. Seeds Co., Chicago.

BMB RESEARCH MEET

JOHN K. CHURCHILL, director of research, BMB, has called a joint meeting of the BMB technical research committee and the BMB board's own research committee for Wednesday (Aug. 29) at BMB headquarters in New York. A number of problems requiring technical consideration have arisen which should be cleared up before the BMB board meeting Sept. 11, Mr. Churchill said when asked the reason for a second research meeting in August.

AMERICAN TO FILM GAME

AMERICAN network will take motion pictures of the *Esquire* All-American Boys baseball game on Aug. 30 and will present them that evening on WABD New York, the following evening on WRGB Schenectady, and subsequently on WPTZ Philadelphia. Adrian Samish, network's national program and production manager, will supervise TV filming.

OFF TO JAPAN

FREDERIC K. OPPER, Lawrence Tighe, Norman Paige and Jack Hooley are on their way to Japan to cover the surrender for American, the first three going from Guam, Hooley from Manila.

BROOKS TO SOUTH AMERICA

WILLIAM F. BROOKS, NBC director of news and international relations dept., left Saturday for an extended trip through South America to appoint correspondents in capitals. He will visit Brazil, Uruguay, Argentina and Chile and arrange series of broadcasts by Ed Tomlinson, NBC's South American expert who is accompanying him.

TIME TO CHANGE

PRESIDENT TRUMAN announced Thursday that in his message to Congress Sept. 5 he will ask for repeal of war time [CLOSED CIRCUIT, Aug. 20]. It means country returns to standard time, with the East going daylight savings during summer months, throwing radio schedules into the usual semi-annual confusion.

Fishing...

Fast water . . . dull sky . . . tapered line . . . sparse hackle . . . the angler's dream. Then the rise . . . set hook . . . steady pressure and faultless netting of the speckled king. Many factors.

And so in radio . . . . .

Local programming . . . local news service . . . local public service . . . all of great importance. Yes, it's stations such as these listed here that know their markets and their people . . . know their likes and dislikes . . . these are the same stations that do a sponsor job.

●

REPRESENTED NATIONALLY BY

★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	BLU
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford, Conn.	BLU
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	BLU
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	BLU
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	BLU
WMAS	Springfield	CBS
WAGE	Syracuse	BLU
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE TEXAS QUALITY AND YANKEE NETWORKS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

No. 2, TACOMA

A Top Market in War ... and in Peacetime

Tacoma, with an average family income of over $5,000 per year—20% above the national average—is among the dozen richest markets per capita in America. This is not mere "War Wealth" for its products are as acutely needed for peace. The lumber, plywood, door, furniture, flour, chemical and electro-metallurgical industries need no reconversion period, and have tremendous backlogs of unfilled orders, plus continuing demand which will produce high worker incomes for years to come.

KIRO is the only 50,000-watt station in this rich market . . . it brings Columbia Programs to Tacoma, Seattle and a wide surrounding area of prosperous communities in the Pacific Northwest.

SEATTLE / TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Adele Porter.

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

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BERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Zone 28, *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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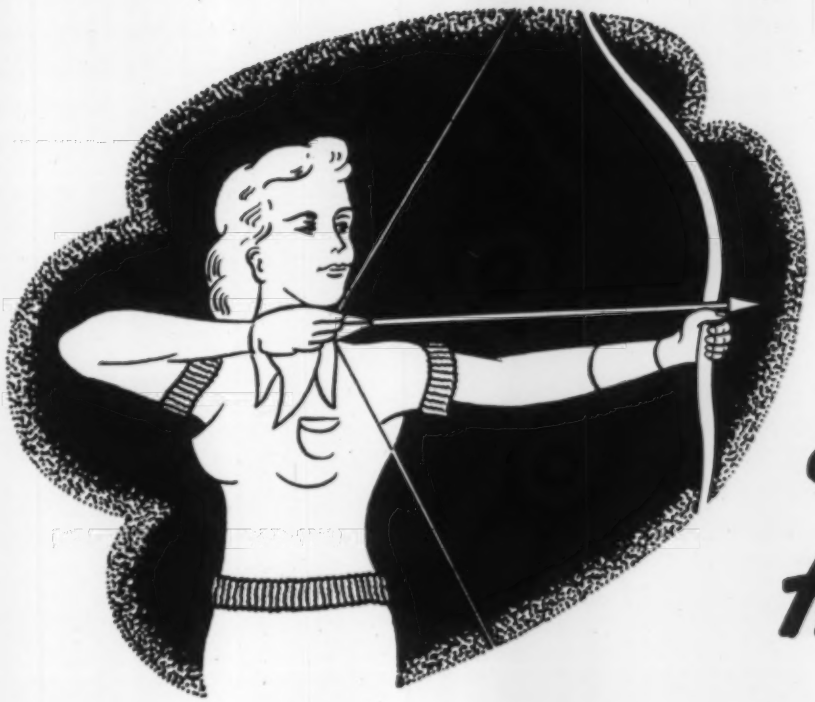


Straight to the Target!

In radio—as in archery—the way to get best results is to score the most bullseyes. And WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending in January, is ready to send your sales message straight to the target. Here's why WSIX can do the job: (1) The best daytime Hooperating of any Nashville station. (2) Top shows of both AMERICAN and MUTUAL Networks. (3) A very low unit cost for excellent coverage. (4) In this rich Middle Tennessee market over a million potential buyers await your "arrow".

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN

MUTUAL

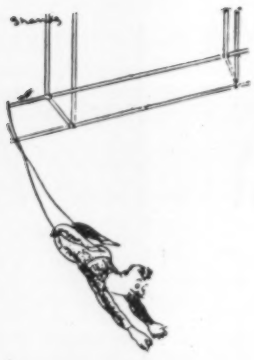
WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5000 WATTS

980 KILOCYCLES



"OOP — SORRY!"

Permission The New Yorker—Copyright The F-R. Publishing Corporation

We missed by 1/10th of one per cent

Our recent post card survey on "Regular Listening to New York Radio Stations" showed 14.7% of the radio audience in our primary area listened regularly to WQXR after 6:00 PM on weekdays or a total of 441,000 homes.

For a double check, we compared our findings with a *person to person* survey conducted by The Pulse of New York among 2,100 radio homes. 60% *non*-telephone homes and 40% telephone homes, scientifically weighted by county population and economic distribution as follows:

6% A Incomes; 24% B Incomes; 40% C Incomes; 30% D Incomes.

The Pulse interviewers asked, "How often do you listen to WQXR—*frequently; occasionally; seldom; never.*"

According to "The Pulse" 14.6% of those interviewed said they listened "frequently" to WQXR . . . almost identical with the result obtained by the post card survey, which was 14.7%.

Well! That's not so bad after all.

Incidentally, if you don't have a copy of our original post card survey, we will be glad to send you one.

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times.

Thank you, Mr. Gray - I.N.S.

KOIL
BASIC
COLUMBIA BROADCASTING SYSTEM
5000 WATTS 1290 KILOCYCLES

OMAHA 2
NEBRASKA

OFFICE OF GENERAL MANAGER

August 16, 1945

Mr. Seymour Berkson
General Manager
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Berkson:

I wish to express my appreciation for the great work turned in by International News Service during the closing days of the war.

The "beat" scored by INS in flashing the news that Japan had surrendered, followed by the sensational verification of William Hutchinson's disclosure earlier that General MacArthur had been chosen as Supreme Commander in Japan, made it possible for KOIL and KFOR to be well out in front of other stations in this area.

The flash the following day that gasoline and canned goods had been removed from the ration lists was so outstanding that we were able to flash it to our listeners well in advance of other stations not using International News Service.

Your Nebraska-Iowa Bureau Chief here, Craig Campbell, was on the job twenty-four hours a day during the height of the news breaks seeing to it that this Bureau continued its smooth job.

Your repeated accurate exclusives and scoops have more than justified the confidence we have in International News Service.

Your entire organization is to be congratulated on the alert manner in which the news report was handled.

Yours very truly,

Gordon Gray

Gordon Gray
General Manager, KOIL-KFOR

GG:hrc

XUM

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO! . . .

. . . then look at Lincoln . . . we feel it's a rare result in a market of over 100,000 population.

In fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

EASTERN IOWA wholesale fruit dealers are disposing of 1945's excellent fruit crop in spite of the canning sugar shortage by beaming an educational program to housewives through half-minute announcements and chain breaks over WMT Cedar Rapids.

Ten leading jobbers and wholesalers in Cedar Rapids, Waterloo, Clinton, and Dubuque organized in June to broadcast cannery information supplied by recognized home economists and the extension service at Iowa State College. Along with the opinion of these authorities that sugar is necessary only for sweetening (not for preservation), the radio spots emphasized that commercially canned fruit will be scarce this winter.

Harvest of Sales

The wholesalers supplied grocers with printed home-canning information and advised homemakers to ask their grocers for tested canning recipes, calling for little or no sugar. After two weeks of broadcasting straight educational information, the wholesalers concentrated on unloading specific fruits. They began advertising bing cherries through taste-appeal copy. At the end of the bing cherry season, wholesalers discovered that they had sold at least 40,000 lugs —three times as many as in any previous year. When they advertised apricots on WMT, they sold them just as fast as they could get them. In fact, the demand exceeded their supply. And they expect similar results through the pear and peach seasons.

The 25-a-week spot announcement schedule, which was begun June 25, will continue through September 23. Sponsors are Lagomarcino-Grupe Co., Nash Finch Co., Witwer Grocer Co., Midwest Fruit Co., Western Grocer Co., and John Blaul's Sons Co., of Cedar Rapids; Hoxie Fruit Co., Waterloo; Guinta Brothers, Clinton and Dubuque; and Everett Chandler, Cedar Rapids fruit broker.

Sellers of Sales

WAITING for the Japanese surrender, which had a world on edge, didn't faze Harry Mason Smith as it did millions of others. He refuses to become perturbed about anything—that is, except his golf score.

As sales manager of WLW Cincinnati, Harry holds down one of radio's top selling jobs, but this red-headed, freckle-faced smiling chap is an easy-going, take-it-in-stride fellow.

Harry's business career was fortified with six years of study at Northwestern U., Evanston, Ill. He set out in an advertising field following World War I. His work was fascinating and he took to it like the proverbial duck to water. For 10 years he was with the Hilmer V. Swenson Adv. Co., Chicago, becoming vice-president and director of sales.

Meanwhile radio began to spread out. Harry saw in this medium a great force for selling. But he stuck to the agency field, leaving Swensen to become vice-president of Henri, Hurst & McDonald, Chicago, in charge of sales. He played golf nearly every day and among his partners were some radio men. Conversations drifted to listener impressions.

In 1936 Harry was appointed sales manager of WBBM Chicago. Four years later when James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was looking for a sales service director, he chose Harry Mason Smith. In April 1940 Harry went to Cincinnati.

After two months at WLW, Harry was sent to New York to organize the WLW New York sales office, which took over the functions formerly performed by Transamerican Broadcasting & Television Corp. The following March when Robert E. Dunville was elected vice-president of the Crosley Corp. and general sales manager of the broadcast division, Harry was made WLW sales manager.

HARRY

When World War I broke out Harry was a gunner's mate in the National Naval Volunteers. His unit was mustered into service and he was commissioned ensign. During the war he served aboard a tanker which carried oil from Mexican ports to destroyers in the North Sea.

Now another war is behind him and Harry Mason Smith looks to the brightest future in radio's 25 years. "In the distribution decade ahead, to develop the augmented sales volume that must materialize in order to achieve full employment not only of manpower but also of production and capital, advertising must again perform this function," he said.

"It will take the combined planning, ingenuity and genius of the best minds in marketing, merchandising and advertising to do the job. Broadcasting is ready to perform its job in the period ahead."

IN PENNSYLVANIA THE

TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative RAYMER

NBC MUTUAL

ROYAL CROWN COLA PROVES IT!

Royal Crown Bottling Company of Newark, Inc., bottlers of Royal Crown Cola,—**"best by taste test"**, must have *complete* coverage in America's fourth largest market. So, in July, 1941, the Nehi Corporation bought six, 1-minute "spots" per week on WAAT. From that modest beginning, Royal Crown Cola, year after year, has been renewing and continuously using New Jersey's First Station. Yes, from 6 "spots" to 168 "spots" per week, *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station— including all 50,000 watters!

** Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK, N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the sixth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

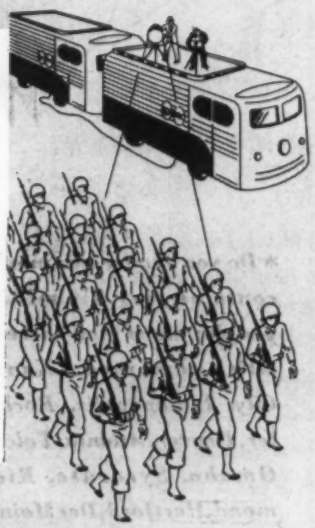
RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful, commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE WAR BONDS

6. THE FIELD CAMERA

TO provide the public with the greatest service from television, it was necessary to develop cameras that would operate satisfactorily under the wide variety of conditions encountered in the field. Increased sensitivity was essential because of the low light conditions that frequently exist. Portability and ruggedness were prime requirements. The RCA Field Camera, developed and manufactured before the war, was the first step in this direction. It has been used extensively for televising football and baseball games, boxing and wrestling matches, and many other interesting events. The heart of this camera is, of course, the Orthicon, a 100% RCA creation. RCA was the first to produce a camera using the Orthicon — conceded to be the most satisfactory pick-up tube for outside work. When manufacture is resumed, a new and improved field camera will be available. This RCA camera will bring "on-the-spot" telecasting of sports and news events within the reach of every television station.



The Fountainhead of Modern Tube Development is RCA

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Tom Manning ... HAS THE KNOW HOW TO KNOW WHO

TOM (RED) MANNING brings to WTAM all the "big shots" of the sports and entertainment world. It takes "know how" to know "who's who." Cleveland's first announcer ever to broadcast the Yankee and Giants baseball games by *television;* Cleveland's first and only winner of the Sporting News Golden Trophy. Tom is *first* in the "know how" of serving Cleveland fans ... just as WTAM is Cleveland's *first* station in listening audience ... day and night.

FIRST in CLEVELAND

WTAM

NBC

50,000 watts

Represented by NBC SPOT SALES

Two City Slickers ... **SPIKE JONES** *on* **TOM MANNING'S** *Program*

TOM MANNING *and Jewish War Veterans at Lincoln Memorial Statue Service*

TOM MANNING *and* **JENNIE ERLE COX** *1945 Maid of Cotton*

BOB HOPE, BING CROSBY *and* **TOM MANNING** *at 7th War Loan Golf Match*

XUM

"Oops! Sorry, Miss Love — but that might have been a call from F & P!"

● We hate to interrupt anyone when he's busy—and we certainly try to avoid it. But spot broadcasting is a fast business, and opportunities that are here today are almost *always* gone tomorrow! So, if you're not already especially familiar with radio, please remember this:

When one of our old Colonels calls you or calls *on* you pretty breathlessly, don't think he's trying to give you the rush act. That's not in our book. What we *do* try is to give you a shot at good things, when they break. In almost every case of that sort, these days, every minute counts. So thanks for your help in getting the word to you as fast as possible!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
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BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 9 WASHINGTON, D. C., AUGUST 27, 1945 $5.00 A YEAR—15c A COPY

FCC Extends FM Band for New England

Holding Channels, Nonduplication Ruled Out

HEEDING the warnings of industry that its proposed allocations of FM would not permit good service in New England, the FCC proposes to revamp its FM Rules & Regulations, extend the FM band in the northeastern states from 106 to 108 mc and permit more stations in that thickly populated area.

Rules & Regulations will not be released for another three weeks or month, but the FCC issued a report late Friday covering its intentions. Instructions on procedure will be issued shortly to all applicants. Developments are these:

(1) The northeastern section, to be known as Area I, will have 80 commercial FM channels instead of 70, as originally proposed, with addition of the 106-108 mc band. Area II, remainder of the country, will have 70 channels, with the 106-108 mc band assigned to facsimile. Proposal is compromise between high-powered stations (such as Yankee Network's 50 kw Mt. Washington outlet) and CBS single-market plan.

(2) Proposed rules governing metropolitan, rural and community stations revised, eliminating rural stations from Area I.

(3) FM stations will be licensed for unlimited time, with minimum of 6 hours daily required at outset.

(4) No rules or regulations concerning duplication of programs. Commissioner C. J. Durr dissented, holding that absence of a rule will favor AM operators who have made "big profits" and work hardship on newcomers who will have to build from scratch.

(5) FCC will not reserve 20 channels for "newcomers" as proposed. Commissioner Durr again dissented, contending some reservation should be made for servicemen and women who may return to find all available channels taken by those who didn't fight.

(6) Multiple ownership rule (Sec. 3.35) to apply and FM ownership limited to 6 stations per owner. No rule regarding ownership of FM by AM operators.

(7) Network regulations will apply to FM.

(8) Sharing of antenna sites will be required under certain conditions.

(9) Booster station applications will be considered on merits.

(10) Transmission of simplex facsimile will be permitted during hours not required for FM aural broadcasting.

(11) Community stations will be allocated on upper end of band because of low power. Educational channels, 88-92 mc, not affected. Rules governing educational stations to come later.

Following is text of the Commission report:

This Report contains the Commission's decision with respect to the 10 suggested rules and regulations concerning FM broadcasting which were set forth in the Commission's order of June 27, 1945 and which were the subject of recent oral argument. The substance of the Rules and Regulations is discussed in this Report which is issued at this time in order that manufacturers, existing and prospective licensees, and applicants may have an immediate opportunity to make specific plans for the postwar development of FM broadcasting. The final draft of regulations and standards based on the allocation plan contained in these proposals will be issued within the immediate future.

Part 1

The allocation plan which was set forth as item 10 in the order of June 27 will be discussed first.

Any allocation plan for FM broadcasting is complicated by the fact that in the eastern part of the United States (hereinafter defined with more particularity as Area I) there is a heavy concentration of population. The demand for frequencies in this portion of the country is far greater than in the remainder of the country and testimony at the hearing clearly indicated that the 70 channels allocated to FM broadcasting would not meet the demands which can reasonably be expected in this part of the country. Accordingly, the Commission has concluded that the two megacycles between 106 and 108 megacycles, which had been initially reserved for facsimile but which the Commission indicated would eventually be used by FM should be immediately assigned to FM. The Commission is of the opinion that as between facsimile and FM there is much greater present need for the use of these frequencies by FM broadcasting than by facsimile.

This does not mean that no provision is being made for facsimile. In the first place the 10 megacycles between 470 and 480 mc remain available for facsimile broadcasting. Secondly, even as to the two megacycles between 106 and 108 mc the Commission intends for the present to utilize the frequencies in this band for FM broadcasting only in Area I. In the remainder of the country these frequencies will not be assigned to FM at the present time and can be used for facsimile broadcasting. Finally, the rules which the Commission is adopting expressly permit simplex operation of facsimile on any FM channel during hours not required to be devoted to FM aural broadcasting (a minimum of six hours per day) and also permit under certain conditions and on an experimental basis the multiplex transmission of facsimile and aural broadcast programs.

The 80 channels which are available for FM broadcasting in Area I will be apportioned as follows: 20 of them to Community stations and 60 to Metro-

(*Continued on page 78*)

Two Kinds of FM

SOME broadcasters felt the FCC's new proposal for allocation of FM will be discriminatory. One spokesman, after studying the Commision's report, commented that it "sets up two kinds of broadcasting —one for the East and another for the rest of the country". Solution lies, he contended, not in limiting power in the East as planned by Commission, but in making more channels available. While Friday's report was not final, any protests from broadcasters likely will not be considered, since FCC statement was premised on Rules & Regulations now being formulated.

Plane Relays Planned In '35

A RADIO relay broadcasting system using planes flying in the stratosphere as transmitters was conceived by Nils E. Lindenblad, research engineer of RCA Labs., in 1935 and a patent on the invention has been pending since application was filed Jan. 7, 1942.

Westinghouse Electric Corp., in cooperation with Glenn L. Martin Co., early this month announced the development of Stratovision, an airborne transmitter system [BROADCASTING, Aug. 6, 13].

A broad application has been filed at the Patent Office by Westinghouse in which its claims are stated generally. Research is continuing and may naturally disclose material affecting present claims, in which case they will be enlarged or amended as required. Westinghouse also has tested balloon transmitters for many years but found them unsatisfactory. The original concept of employing a balloon as a radio relaying device was patented in November 1905.

The proposal in the Lindenblad patent application would station planes 400 to 600 miles apart. A single transmitter on the ground would transmit the signals to the stratospheric stations which would then pass the signals from one to the other. Each airplane relay station would be provided with broadcasting equipment to radiate the signals earthward.

Seven Offers Are Received for WOW

SEVEN offers to sell or lease WOW Omaha were received and opened Thursday by Woodmen of the World Life Insurance Society. A committee named by D. E. Bradshaw, chairman of board, is considering the offers which were asked after the recent U. S. Supreme Court ruling [BROADCASTING, June 25] reversing a ruling by the Nebraska Supreme Court. Effect of ruling had been to put license up to the FCC.

The seven bids follow:

George W. Kline, Lincoln, would form corporation to buy WOW for $1,675,280 or lease not less than 10 years for $17,500 monthly or 85% of net profit after taxes.

Omaha Post No. 1, American Legion, lease with option to buy for $2,500,000 at annual rental of $150,000 plus 50% of net until $1,500,000 is paid, then title would pass.

Radio Station WOW Inc., present lessee, lease for 15 to 25 years at annual rental of $140,000 or $3,500,000 over 25-year period, title remaining with Society.

A. H. Blank, theatre operator, and D. Ralph Branden, both of Des Moines, form corporation to lease for 15 years at annual rental of $103,338.12 plus 10% appraised value of physical assets, with option to buy after two years for $2,952,289.20.

World Publishing Co., owner of *Omaha World-Herald* and KOWH (which it would sell), purchase for $1,106,000.

Central Newspapers Inc., publisher of *Indianapolis Star*, purchase for $1,205,000 or lease five years for total rental of $900,000 with option to buy for $500,000 at end of lease period.

J. M. Harding & Associates (W. J. Coad, W. D. Hosford, Robert H. Storz, Paul Gallagher), of Omaha, lease 15 years $1,890,000 payable $126,000 a year, Society retaining title but if it proposes to sell during lease period, group would have right to purchase at any bona fide price offered by a third party.

XUM

Millions of Sets Will Boost Radio Audience

Set Makers Race To Get Product On Market

By J. FRANK BEATTY

RADIO manufacturers, racing to get receiving sets on the market, will add 3½ to 4 million sets-in-use to the present 55,000,000 total by the end of the year.

Once production settles down to normal, they will produce 2 to 3 million sets every quarter.

These figures are based on a roundup of factories by BROADCASTING, showing that many plants already have assembly lines in operation. Others are reconverting furiously. Some still are wrestling with early production problems and can't promise action for some weeks.

Receiving sets should appear on retailers' floors in September. By October they should appear in quantity, with buyers having a wide choice of models and brands.

Third of Normal by Holidays

Several manufacturers promise a third of a normal year's production by the holidays. Some will reach normal production in two or three months. Most are setting up for huge production—10,000 sets a day planned in one case.

Effect of all this production on broadcasting industry will be not only to bring quick and sharp increase in sets-in-use total, but also provide public with improved listening.

Policies of set makers on FM vary. Several plan to include both present and upper FM bands in their sets, but effect of the letter sent to RMA by FCC Chairman Paul Porter (see story, page 18) was just sinking in last week. This letter warns against putting two FM bands in new receivers.

FM picture at weekend was this: Small percentage of early production will include upper FM band. Makers are eager to get into showrooms at earliest possible moment and can attain volume by concentrating on straight AM receivers. Later in autumn they will increase percentage of FM-equipped receivers. When FM stations in upper band begin to take the air, percentage of FM sets will rise sharply.

Television is getting scant consideration in the scramble to reconvert and get production lines operating. Consensus is that television receivers will be made when there are enough television stations to create public demand for TV sets.

Though most receivers will be low-priced table models they will be superior to 1942 sets in same price range. Lessons learned in war production will be utilized for peacetime sets. Military tolerances in radar, for example, were extremely fine and new production will benefit by improved practices and components.

Advertising Committee (Set Division) of Radio Mfrs. Assn., met last Wednesday at Edgewater Beach Hotel, Chicago. Merchandising and exploitation problems were discussed, along with distribution policies.

The RMA group also went into plans for joint observation with the NAB of the 25th anniversary of radio. Plans for a symbolic statuette were reviewed and changes suggested.

FOR SEVERAL years radio's total of sets-in-use has been slipping due to wartime ban on production and to battery shortage. Now sets are starting to come off a few production lines. By October stores will have plenty. Set makers, though, are harrassed by reconversion problems. Here is nationwide roundup by BROADCASTING of what they are doing since WPB gave them green light.

Impetus to radio receiver production came last Monday when WPB revoked L-265, order specifying limitations on production of sets and components. Action was taken as part of sweeping WPB revocation of production controls. It gave the green light to receiving sets and components manufacturers. Also revoked last week was WPB control over use of surplus electronic products. To date the war surplus stocks released by the military have not been an important factor.

Most manufacturers have huge backlogs of orders. Switch from military to civilian production is simple in comparison with many industries, since receivers contain condensers, resistors, tubes and other components similar to the parts used in military equipment.

One of knottiest problems centers around cabinets. Scarcity of wood, plastics and finishes is serious in many plants. Until these shortages are solved, production will be concentrated in table model field, prices probably ranging from $20 to $50. Here plastics are satisfactory and public has been educated to the use of such materials. Some plants plan to produce console models in plastic but expect to switch to wood when it's available. Fancy combination models will be provided dealers for display.

Pricing Tough

Pricing problem is tough. OPA was caught short by sudden end of Pacific war but is being pressured to act quickly. Situation is difficult since component manufacturers, for example, make some 4,000 items. One proposed solution is for OPA to fix profit for items by departmentalizing—tubes, so much profit, etc.

John W. Snyder, director, Office of War Mobilization & Reconversion, met with RMA officials Thursday. He was told that OPA is holding up the reconversion to set production. OPA action was promised on component pricing by the middle of this week, probably on a departmentalized basis.

Many new manufacturers are entering the set field, having been active in electronics during the war. Total number of makers before war was about 50, but at least 100 are entering the postwar set market.

Effect of the WPB action revoking L-265 was to start set manufacturers on a grand rush to get sets into retail channels as quickly as possible. WPB explained the move was taken to remove any barriers to quick reconversion and speed employment of war workers out of jobs because of cutbacks.

Melvin E. Karns, director of the WPB Radio & Radar Division, predicted the industry could produce 3½ to 4 million home receivers by end of 1945. Terminated contracts cover 80% of total contracts outstanding last July 1. Some military production continues, with new procurement and existing contracts taking care of needs. Special priorities will be granted, if necessary, and general WPB controls will be retained where necessary.

Military deliveries have exceeded $200,000,000 a month for several months, said Mr. Karns. This does not include special electronic items. Figured component wise, he said, the $200,000,000 is equivalent to $80,000,000 worth of civilian end equipment. Monthly production of end equipment in 1941 was $23,000,000. Sufficient component capacity for all civilian needs is available, Mr. Karns said.

Some materials will remain in short supply for some time, he added, and substitutes must be employed. Among such items are tin, crude rubber, certain kinds of lumber, paper and paperboard, certain textiles and chemicals, and some finishes. Many of these should become easier after a short period.

Electronics Research Supply Agency, which has supplied components to research and development laboratories during the war, will cease operation about Sept. 30.

Radio & Radar Division will continue to aid industry in breaking bottlenecks and in handling problems but priorities assistance will be granted only in rare cases of unusual hardship. Manufacturers were urged by Mr. Karns to study limitations, find substitutes and plan production in a sound manner.

John Creutz, assistant director of the division, said M-R markings on tubes are no longer required to channel excess tubes into repair and replacement market. Plan to issue suppliers certificates to dealers so they could get tubes before manufacturers also is discarded, along with spot authorizations for radio set and equipment production.

Here is roundup of what set manufacturers are doing:

ADMIRAL RADIO Corp.—Production on postwar sets began a month ago with dealers promised 5,000 sets per day by October, 10,000 by January. Seymour Mintz, advertising manager, said biggest selling point will be new five-second changing cycle on record-changer, speeding up operation 35%. Line will concentrate on table models, with AM-FM, console-phonographs coming later. Tele will be secondary, but will offer new RCA 18-24 projection screen. Designs will continue period styles, but plastic will be principal cabinet

(Continued on page 72)

Drawn for BROADCASTING by Sid Hix

"Explain to this character what 'free radio' means—he's asking for his free set!"

State-Controlled Radio Seen in France

Outlook Is for System Closely Following BBC Pattern

By SOL TAISHOFF
(*Special from Paris*)

STILL DAZED and uncertain after six years of war, France within the next few months will determine its new national radio policy. And the outlook is for a state-controlled system following the BBC pattern until such time as FM or other developments bring an end to the "limitation" on stations which can be operated, or until the people decree otherwise.

In fact, BBC has urged the French information and radio authorities to adopt the state system. One of the French officials told the U. S. broadcasting mission now touring Europe that unless such a system is adopted BBC will not collaborate with the French radio on program exchange and reciprocal radio back-scratching. It is evident BBC is proselyting throughout the Continent against commercial or "publicity" radio.

Dual System Formerly

One French official, who recently conferred with W. J. Haley, BBC director general, said he had urged all possible pressure against the reopening on a commercial basis of Radio Luxembourg and other commercial operations designed to divert listening from Government systems. That French official was Commandant Phillipe Desjardin, chief of foreign broadcasts of Radio Diffusion Francaise, a bright and frank young man who had operated the French radio underground as Phillipe Wolff.

Before German occupation, French radio was operated through a dual system, with the commercial stations having by far the greatest audience. That is readily admitted by the French officials, but they emphasize that France must "redeem her honor" and a state system is needed to do this.

Jean Guignebert, director general of RDF, said he felt that commercial radio in a nation such as the United States is desirable since it has upwards of 900 stations and competition therefore can prevail, but in France, with limited facilities and a tremendous task of rehabilitation ahead, radio "cannot be as free as the press". He backed up Commandant Desjardin's view that if FM provides more stations, then radio could be "as free as the press".

In Bad Shape

French radio today is in a sorry state. The Nazis destroyed practically all the stations when they fled France just a year ago. Studios are at some 30 different locations in Paris. Employes are underpaid and underfed. They travel between studios by bicycle, since transportation is lacking.

While it seems a foregone conclusion that French radio will continue on a nationalized basis, the formal judgment must come from the new legislature to be established after the national elections next month. The present De Gaulle Government is a coalition and the "ins" aren't too certain about the result. But those men now running radio, all De Gaullists, want a state system, and if they win the elections that's the way it will be. The new Chamber of Deputies, however, will have to legislate.

Recovery problem for French radio is difficult. After looking over situation, Mr. Taishoff, touring Europe with a group of broadcasters, believes France will have state-controlled radio. BBC is nudging French to adopt system like theirs. Despite glowing stories about French television, examination of TV progress shows facilities are crude compared to U. S. signals.

There is another big question affecting all European radio to be determined before a nation such as France can act. During the war, allocations for both longwave and shortwave stations were thrown into chaos. No nation has the precise assignments given it under international treaty. A new international telecommunications conference to revise allocations must be held soon—possibly this year, if order is to be restored.

French radio now is supported by license fees on receivers. Some 5,000,000 families paid the tax of the 40,000,000 population. This amounts to 175 francs per home (about $3.50) per year at the present exchange. The tax, however, is to be increased to 300 francs per year. It was estimated that 50% of French families have radios and that 80% of the people listen.

Construction of new studios for both aural broadcasting and television, interrupted by the war, is being resumed. Considerable work had been done on television, but had not reached an advanced stage despite reports to the contrary. The manufacturing companies, under Government experimental subsidy, are conducting the main experimentation. The operation is in the 50 mc. band, with 1020 line test transmissions by wire only.

Crude Images

The television demonstrated to a group of the broadcasting mission by Dr. Andre Oray of the technical staff of RDF was 450-line and quite crude compared with the 525-line pre-war video in the U. S. Dr. Oray predicted practical television in 10 years in France, but said sets would be costly.

The vast new television-theater studios being built by RDF which are about half completed, plus transmitters and antennas, will cost about 200,000,000 francs ($40,000,000) for the entire program, Dr. Oray said.

But how the money will be raised for the television project, and how the financing of restoration of the French domestic and overseas radio will be acomplished remains for the new Government and new Chamber of Deputies to decide.

VIPS NOTES
On U. S. Broadcasters Mission in ETO

VIPS—that's the Army term for the broadcast group touring Europe. It means "Very Important Persons." But the Army has another name for them that won't bear written repetition. Congressional investigating groups, newspaper editors, motion picture people, etc., were VIP travellers. They have the best in billetting and mess everywhere. Army official cars are at the disposal of the "simulated majors" and a special C-47 plane (like our regular commercial transports at home) is assigned for the tour.

* * *

Paris is pretty, but far from what it was, according to mission members who had been here before. Our headquarters, at the Raphael Hotel, are about the best in town—across the street from General Army Headquarters in a restricted military area. Hotel formerly was occupied by German General Staff. Col. Ed Kirby, escorting officer, took a Nazi swastika from a closet in his suite where it evidently had been forgotten.

* * *

Saul Haas, president of KIRO Seattle and collector of customs, on leave, really missed the boat, but through no fault of his own. Here as a war correspondent for the station and the *Portland Oregonian*, he was to have redeployed to the Pacific with an Oregon-Washington contingent to inter-

(*Continued on page 83*)

Soviets Reject Radio, Press Equality

News Freedom in USSR Is Denied to Radio Correspondents

IS A RADIO correspondent entitled to as free access to the news as a newspaper correspondent?

The United States thinks so. Russia does not.

That much was revealed by Secretary of State Byrnes in a press conference last Tuesday. Mr. Byrnes said that the use of the word "radio" synonymous with "press" in the free press platform adopted at the Potsdam Conference was not approved [CLOSED CIRCUIT, Aug. 20].

Soviet Interpretation

The Soviets take the view that radio is a state institution, and that entrance of radio correspondents into the USSR or its satellites with full freedom of access to news would be tantamount to admitting on that basis a government institution from another land.

It is presumed that newspaper correspondents, on the other hand, will be given free access. At least, such is Mr. Byrnes' understanding. He acknowledged that four newspaper correspondents had not been allowed to enter the Balkans since the Potsdam Conference—halted by the USSR at Budapest.

He has asked the Allied Control Commission to investigate this matter, and is calling it to the attention of the Russians. He believes that the correspondents will be passed as soon as Budapest authorities are apprised of the Potsdam free press agreement.

Mr. Byrnes did not answer directly at the press conference a question by one correspondent as to the disposition which could be made should one of these four be a radio correspondent. He felt that this would be a good time for some radio correspondent to try his luck at gaining free access on a par with the press, and he suggested that such a venture might offer a test case.

President Truman's sentiments about radio's status in the world of news are well known. They were stated in a letter published by BROADCASTING, July 9. He referred then to radio as "a medium that by its very nature must remain as free as the press." This was written on the eve of his departure for Potsdam. That it was fresh in his mind is evidenced by the fact that, at Potsdam, the American delegation was understood to have been first to introduce the free radio issue when the free press plank was under discussion.

At such meetings, by terms of agreements among the Allied Nations, a subject is dropped when one party objects. Russia objected and remained adamant. Although Great Britain took a view of broadcasting different from that taken by U. S. representatives, it was understood she was willing to go along with President Truman and Mr. Byrnes.

Possibly the Russian attitude may be modified when the Soviets are given a fuller explanation of the system under which American broadcasting operates. It is observed by some that they now permit American radio correspondents to speak from within the USSR.

The press provisions adopted at Potsdam were composed in the closing days of the conference, and it is understood that time did not permit full enough discussion to dissuade the Russians.

XUM

FM Will Move to 88-108 mc by Christmas

Furore Caused by Porter Letter To Cosgrove

By BILL BAILEY

FM will be in its new home (88-108 mc) by Christmas day, or shortly thereafter.

That's the prediction of FCC officials, based on information from both set and transmitter manufacturers.

Set manufacturers, transmitter makers and broadcasters alike literally "hit the ceiling" last week when the Commission released a letter written Aug. 17 by Chairman Paul A. Porter to R. C. Cosgrove, Radio Mfrs. Assn. president, threatening to terminate FM in the old band (42-50 mc) immediately if manufacturers turn out new sets with two FM bands.

FCC's Threat

Mr. Porter's letter, signed "by direction of the Commission", said it was the Commission's desire to permit simultaneous operation in both the old and new FM bands "as long as it is necessary" but added: "If new receivers are manufactured to cover the old band, the Commission might very well take the position that it was necessary to put an end immediately to all FM transmissions in the old band in order to protect the public from an unnecessary expense and to insure that the change-over to FM's new and permanent home should not be delayed."

That sentence caused a furore among manufacturers. Several already had two-band sets in the making. Their decision to cover both bands was taken, it was understood, because the FCC in earlier releases failed to estimate a date for termination of interim operation and for the changeover.

"The Commission is informed by transmitter manufacturers that 10 kw transmitters will be immediately available for the new band," wrote Chairman Porter. That brought vigorous denials from transmitter manufacturers, who told BROADCASTING that 250 w, 1 kw and 3 kw transmitters probably would be ready by Jan. 1—with spring the more likely date—but 10 kw and 50 kw transmitters won't be ready for a year or more.

"Bosh," replied a high Commission official, who asked that he be not identified. "I have literature on my desk from some of the large manufacturers assuring me that transmitters capable of 10 kw radiated power will be ready before the first of the year. Converters will be out long before and there's no reason why FM stations operating in the present band can't be moved up to give the public a Christmas present of programs in the new FM band."

Manufacturers polled by BROADCASTING were more pessimistic, however. Prof. E. H. Armstrong, FM inventor, said he had the money, tower and antenna ready for new-band operation of his Alpine transmitter, but so far he hasn't had anything like an offer for immediate installation.

No Commitments

No spokesman would commit himself to a definite delivery date for FM transmitters, but all pledged the fastest action possible. Because of the abrupt end of the war, they still have reconversion problems to iron out.

General Electric plans to fill standing orders with 250 w transmitters, adding step-up units as rapidly as possible until specified power is attained.

FM is expected to move to its new home (88-108 mc) by Christmas. That developed after FCC threatened to terminate all FM transmissions in old band (42-50 mc) if set manufacturers make two-band receivers. With transmitters available in immediate future, FCC soon will require present FM broadcasters to move to higher band.

Radio Engineering Labs. will have converters for delivery well in advance of new transmitters. REL also anticipates its transmitters will be first on the market, since it will devote efforts to exclusive manufacture of FM equipment.

RCA will turn out FM transmitters at its Camden plant as first civilian product, since there are no reconversion problems. Men are now looking for needed materials for FM transmitters and expediting their delivery, RCA said. Firm will produce transmitters and receivers only for the new band, in accordance with the Porter dictum. RCA promises new transmitters "in quantity" six months after engineering standards are announced. Standards are expected this week.

Western Electric wouldn't set a date but like others promised to put all steam ahead. Federal Telep. & Radio Corp. is pressing for equipment but making no commitments regarding delivery dates. Federal hopes to have 1 kw and 3 kw transmitters ready early next year and 10 kw transmitters a little later.

Developments moved rapidly last week, following release on Tuesday of the Porter letter to Mr. Cosgrove. Some manufacturers reportedly told the FCC they were going ahead anyhow—the FCC had no business dictating what kind of sets they should make.

Such a dictatorial stand by the Commission, they asserted, wouldn't punish manufacturers—as apparently intended, but would penalize the listening public and pioneer FM broadcasters who hadn't a chance to convert to new frequencies.

Mr. Porter told BROADCASTING that should manufacturers turn out two-band receivers, the Commission would carry out its threat and order present FM transmitters off the air to "protect the public" from paying extra money for two band sets.

By weekend the Commission wasn't so sure it would have to invoke its threat to "put an end immediately to all FM transmissions in the old band". Turn of events was taking care of that termination by natural force after War Production Board revoked Order L-265 (see story page 16).

The transition to the new FM band depends upon two factors: (1) how soon sets are in the hands of the public; (2) when transmitters are available.

WPB estimates that 3½-4 million sets will be out by Christmas. How many will be FM was not disclosed, but manufacturers indicated the number would be small.

(*Continued on page 70*)

RTPB Votes 20-11 Favoring AM Band Extension to 530 kc

EXTENSION of the standard broadcast band to 530 kc has been recommended by Panel 4, Radio Technical Planning Board, by a 20-11 vote. The panel defeated, 16-15, a proposal to recommend that the FCC extend the AM band still further to 520 kc.

The panel was unanimous in its support of the FCC's proposal to extend the standard band to 540 kc [BROADCASTING, May 28]. Final allocations below 25 mc still are to be announced.

Poll on AM

Following oral argument on proposed allocations below 25 mc, Panel 4 canvassed its members by mail ballot on extension of the AM band to 520 kc. During allocations hearings last fall Howard S. Frazier, Panel 4 chairman, testified that various segments of his panel favored extension of the band, some to 520 kc, some to 530 and others to 540 kc.

The mail ballot, results of which were disclosed last week, showed 31 votes in favor of the Commission's proposal to include the 540-kc channel in the AM band. There was no dissent.

On proposal to recommend further extension to include the 530-kc channel, all those voting in opposition, except one, were manufacturers. CBS joined manufacturers in opposing the extension to 530 kc, while the NAB, NBC and several broadcasters favored it. RCA, parent organization of NBC, opposed the extension.

NBC likewise favored extension to 520 kc while RCA opposed it, as did many other manufacturers. Broadcasters, except CBS and WLW Cincinnati, however, favored assignment of the 520-kc channel to standard broadcasting.

Manufacturers opposed extensions to 530 and 520 kc on these grounds: (1) receivers would be more costly; (2) they would be of lower sensitivity, lower signal-to-noise ratio, lower image signal and greater susceptibility to IF interference than those for present band assuming equally good design; (3) sets would be more unstable at low frequency end of band; (4) manual tuning would be more critical unless cost is increased; (5) accuracy of mechanical push buttons would be reduced.

FCC Foreign Broadcast Intelligence Will Be Demobilized Before Oct. 14

DEMOBILIZATION of the FCC Foreign Broadcast Intelligence Service employing 300 persons will take place before Oct. 14, it was learned last week.

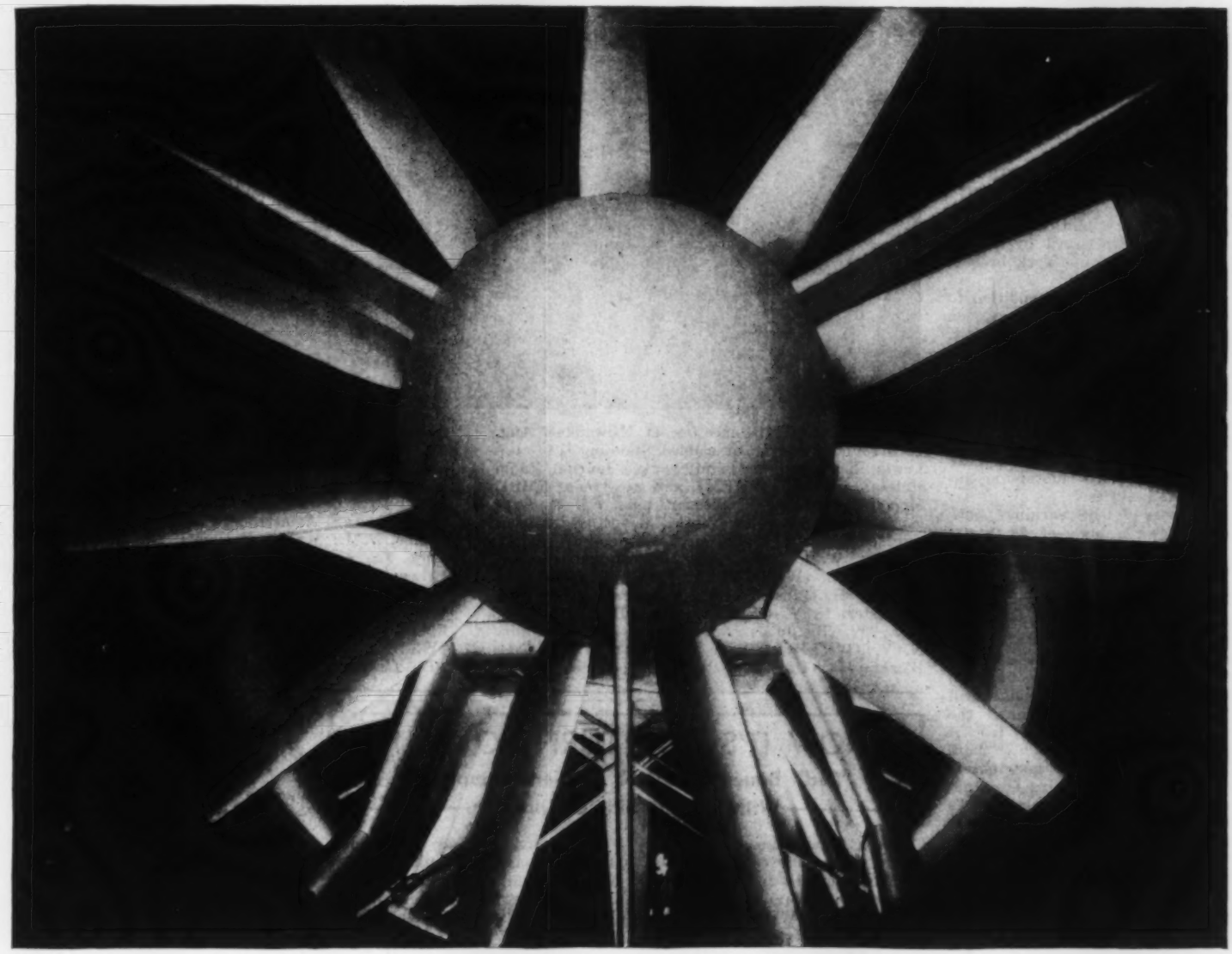
FCC Chairman Paul A. Porter has notified other Government departments using FBIS services that the department will cease to function unless otherwise ordered by Congress. Under the 1946 fiscal year appropriations bill, national defense activities, including FBIS, must terminate 60 days after hostilities.

Provide Daily Digests

The FBIS, target of the House Select Committee to Investigate the FCC, has been providing daily digests of foreign broadcasts for other Government agencies, principally the State Dept. and Office of War Information. In his letter, Mr. Porter suggested that if the other agencies still find a need for FBIS services in the future, financial responsibility be assumed by them and not the FCC.

He said that the FCC is precluded by statute from diverting any of the $2,430,000 national defense appropriations for other purposes, but the Commission plans to go to Congress early next month with a request for additional funds to increase its peacetime staff.

Although the Radio Intelligence Division also was allocated funds under national defense activities, work of the RID actually will increase, what with hundreds of new transmitters and new services in the offing, Mr. Porter said.



Makes 600 mile gale

Two sets of fans, as shown in this photograph, force air through the test section of a wind tunnel at Moffett Field, California. They develop a gale of 600 miles per hour . . . speed almost equal to a bullet.

It's far from being the largest test chamber . . . but it has the highest velocity for a tunnel of this size.

Not the largest, it says . . . but man, how it produces! And we're using this story because there's a parallel in it for radio station W-I-T-H in Baltimore.

We're not the biggest either. But this successful independent produces more listeners-per-dollar-spent than any other station in town.

It will pay you to take a look at the facts. Remember . . . it's W-I-T-H, the independent in Baltimore.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

INCREASED PROFIT FOR CBS PREDICTED

CBS, whose earnings have been lower during war years because of excess profits taxes, ranging between $2.64 and $2.95 a share annually during the last six years, "probably will be able to earn substantially more than $5 a share" after the war, according to a booklet, "Profit Possibilities in Advertising Shares", issued by W. E. Hutton & Co., New York brokerage firm.

Booklet discusses, in addition to CBS, American News Co., Conde Nast publications, Cuneo Press, Curtis Publishing Co., McCall Corp., McGraw-Hill Publishing Corp., W. F. Hall Printing Co., and Time Inc. Of these, it says, "CBS and Conde Nast are the most interesting. The shares of American News, Time Inc. and CBS appear to have the more outstanding investment qualities."

Analysis of CBS earnings since 1935 shows a high of $4.41 per share in 1936. Earnings for 1944 were $2.72 per share, but "given a 40 per cent overall tax rate, instead of a 63 per cent rate (approximate deduction) in 1944, the company would have earned $4.50." Assuming the repeal of the excess profits tax and a tax rate of around 40 per cent, CBS earnings will probably exceed $5 a share, the booklet states, "because (a) it probably will sell as much or more advertising time, (b) may obtain moderately higher rates from advertisers, and (c) the company's phonograph record producing subsidiary, which has had a negligible excess profits tax exemption, probably will become an important contributor to earnings.

"CBS is in a very strong financial position with net working capital at the end of 1944 at $12,530,000, compared with $7,770,000 at the end of 1941."

Renews Replacement

F. W. FITCH Co., Des Moines, will expand Dick Powell's *Bandwagon Mysteries* to the full NBC network Sept. 27. Originally a summer replacement for the Sunday *Bandwagon* program, the mystery series clicked so well both sponsor and agency decided to renew. Show will be aired from Hollywood Thursday 8:30-9 p.m. EWT with live rebroadcast 8:30-9 p.m. PWT for West Coast. As in previous years Fitch will continue its regular *Bandwagon* on NBC. Agency is L. W. Ramsey & Co., Davenport, Iowa.

Leydorf to Rio

G. FRITZ LEYDORF, radio research consultant of the Crosley Corp. broadcasting division, left last Wednesday for Rio de Janeiro to attend the Third Inter-American Radio Conference starting Sept. 3. Mr. Leydorf was at the first such meeting in 1937 at Havana but did not go to the second one at Santiago in 1940.

SIXTH annual FMBI meeting at Milwaukee, Aug. 14-15 found this group assembled. Standing (l to r)—Lewis B. Herzog, mgr., Milwaukee Journal Radio stations (WTMJ, WMFM) and sec.-treas. FMBI, Milwaukee; Milton B. Sleeper, pub., *FM & Television Magazine*, New York; G. E. Gustafson, chief eng., Zenith Radio Corp., Chicago (WWZR); Lee B. Wailes, gen. mgr., Westinghouse Radio Stations (WBZ, WBZA, KDKA, KYW, etc.); Dr. Ray H. Manson, pres., Stromberg-Carlson Co., Rochester, N. Y. (WHFM); Cecil D. Mastin, gen. mgr., W. B. Jones Adv. Agency, Binghamton, N. Y. (WNBF); Wayne Coy, ass't to the pub., *Washington* (D. C.) *Post* (WINX); Myles Loucks, managing dir., FM Broadcasters Inc., Washington, D. C. Seated (l to r)—Gordon Gray, pres., Piedmont Publishing Co., Winston-Salem, N. C. (WSJS WMIT); Philip G. Loucks, Loucks and Scharfeld, FMBI legal consultants, Washington, D. C.; Prof. Edwin Howard Armstrong, FM inventor (WFMN), Alpine, N. J.; Walter J. Damm, v-p. in charge of radio, *The Milwaukee Journal*, and pres. of FMBI, Milwaukee; W. R. David, broadcast equipment sales mgr., General Electric Co., Schenectady, N. Y. (WGFM); C. M. Jansky Jr., Jansky & Bailey, FMBI engineering consultants, Washington, D. C. (W3XO); George W. Lang, chief eng., WGN Inc. (*The Chicago Tribune*, WGNB).

NOW IT'S OUR TURN TO TALK

"Red" Bauer of WINN Answers Complainers With Industry Side of Question

TAKING advantage of the opportunity when offered the "guest" spot as columnist in the *Louisville Courier-Journal* radio column, G. F. "Red" Bauer, WINN sales manager and newscaster, got a few gripes off his chest about people and radio.

First on his list of people "to talk back to" is the man who gripes about commercials. "Does he think that we, in the business, aren't trying our level best, seven days and nights a week, to improve radio commercials? Radio is a big business and we've got a big investment to protect. . . . If it weren't for the commercials—and the advertisers who pay for them—the finest broadcasting system in the world wouldn't exist."

Next he takes up the radio advertiser "who doesn't like spot announcements between programs, because he believes the time they consume is stolen from the program period he pays for." Although Mr. Bauer says he believes programs are a sounder investment, if there were no spot announcements, the price on the programs would soar.

Number three is the listener who writes anonymous letters. "It's always the anonymous letter that expresses such unflattering sentiments." In the words of Mr. Bauer, they express "ignorance and cowardice". And they far outweigh the complimentary letters, he says.

His fourth gripe is the prospective radio advertiser who uses his own likes or dislikes to evaluate a program's worth. These people, he says, by virtue of their position are above the average listener, and therefore are not good judges of what will appeal to the majority.

He feels that people in radio who are worth their salt know more about what sort of program the advertiser should have than the advertiser. Mr. Bauer suggests to the prospective radio advertiser: "Talk to nobody about the purchase of radio advertising unless you are confident the man you talk to knows his business. . . . Then follow the man's advice."

Colgate Resumes

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J. (Palmolive soap, Halo shampoo), after nine weeks hiatus, on Sept. 1 resumes Judy Canova Show on NBC stations, Saturday, 10-10:30 p.m. (EWT). Besides Miss Canova, comedienne, talent includes Verna Felton, Mel Blanc, Ruby Dandridge, Joe Kearns. Opie Cates is musical director. Fred Fox, Henry Hoople and John Ward are assigned writers, with Verne Smith as announcer. Joseph Rines is Hollywood producer for Sherman & Marquette, agency servicing Halo account. Palmolive soap account is handled by Ted Bates Inc., N. Y.

HAMS TO USE WERS BAND TEMPORARILY

AMATEURS in good standing may operate in the 112-115.5 mc band immediately, the FCC announced last week. Such operations may continue until Nov. 15, by which time the Commission will have announced new regulations covering amateurs.

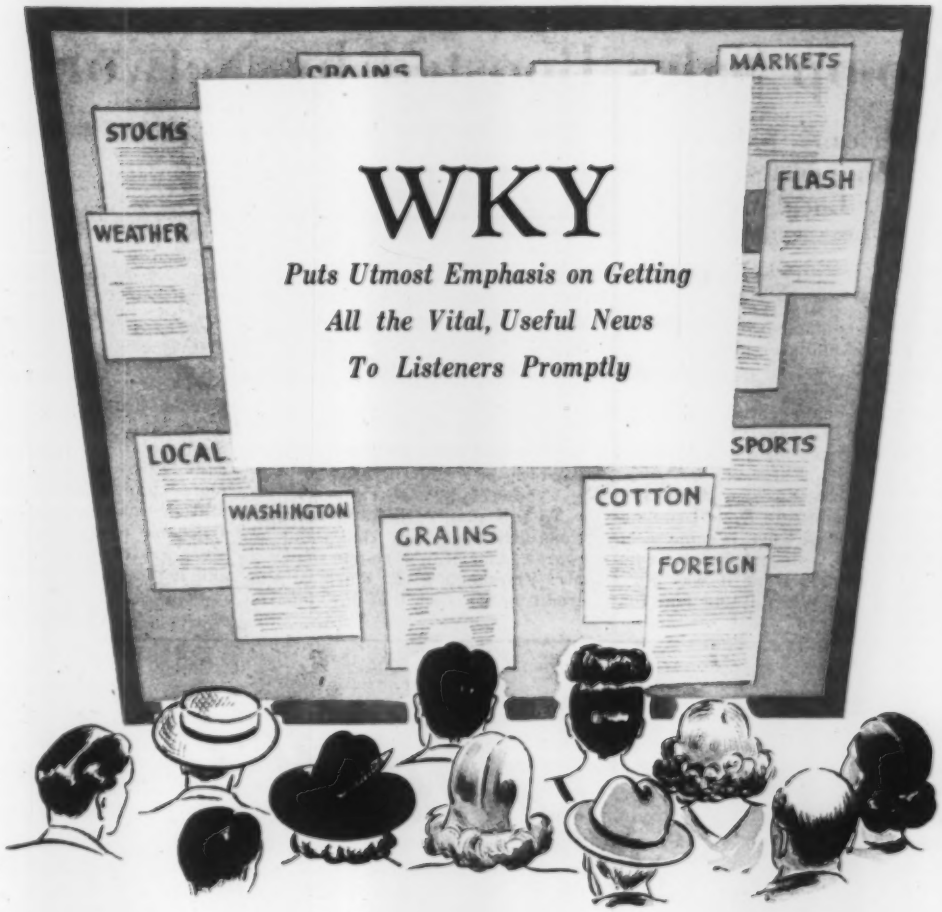
The Board of War Communications opened the 112-115.5 mc band, which has been used by the War Emergency Radio Service [BROADCASTING, Aug. 20]. WERS will be terminated on Nov. 15. In the meantime amateurs may use the band. Amateurs were taken off the air when the Japanese attacked Pearl Harbor.

Wisconsin FM Project

BILL authorizing a State FM noncommercial educational radio network system in Wisconsin became law Aug. 18 when it was signed by Gov. Walter Goodland. Appropriation of $162,000 for construction of FM broadcast system is provided and a State Radio Council is created to take charge of the project.

Wunderlich Appointed

NORMAN WUNDERLICH, manager of communications and electronic division, Galvin Manufacturing Corp., Chicago, has been appointed sales director of radio equipment and allied products of Federal Telephone and Radio Corp., Newark. Mr. Wunderlich is responsible for the Wunderlich tube, the first dual purpose tube.



WKY

Puts Utmost Emphasis on Getting All the Vital, Useful News To Listeners Promptly

THE regular dissemination of news by radio stations is commonplace today, but 18 years ago the establishment of a full-time news department by WKY was an innovation.

The moment WKY came under the wing of its present management with a quarter-century newspaper background, news was given major emphasis . . . news of the world, the nation, the community . . . news of the weather . . . news of interest and value to farmers.

WKY not only sensed a major obligation to use its facilities to keep listeners informed but accepted the responsibility of doing a characteristically thorough job of it, setting up a news department with a full-time staff of experienced newsmen. With full wire service of the Associated Press and its affiliation with The Daily Oklahoman and Oklahoma City Times, WKY began giving, and still gives, Oklahoma its most complete, authentic and timely news service.

EVEN during wartime when electrifying news from across the seas furnished leads for virtually every newscast, WKY's tailor-made news programs, every one especially written and prepared for local broadcast, covered the local scene, let listeners know what was happening in their own communities. When local news again becomes uppermost, Oklahoma listeners will know which station will be doing the best job.

In addition to general news, WKY has long recognized the utility of radio in the dissemination of such vital and useful news as weather, stock and market reports. For this information, of incalculable value to farmers and business men, but dull to the average listener, WKY goes direct to headquarters; the weather bureau, a broker's ticker and the stockyards.

NEWS of the farm, of food, of style and dozens of other things in which people are always interested are a part of WKY's broad program of keeping listeners informed.

WKY will always cherish and protect its reputation among Oklahoma listeners which 18 years of emphasis on news have given it.

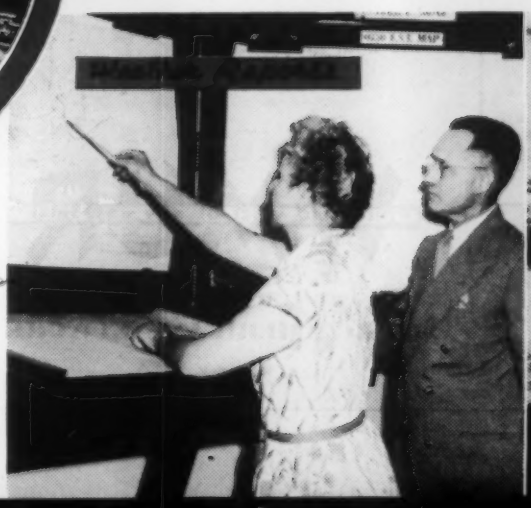
WKY • OKLAHOMA CITY

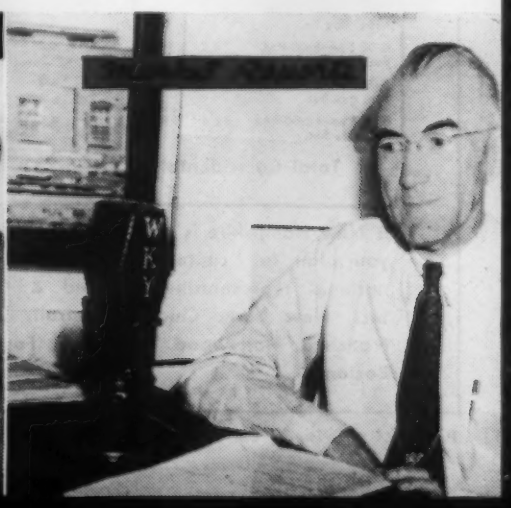
OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.

DOW MOONEY heads the WKY full-time news staff of experienced newsmen. Mooney and his assistants have rich backgrounds in newspaper work and radio.

WEATHER BUREAU CHIEF W. E. MAUGHAN checks his maps to give WKY listeners a look ahead at the weather.

LIVESTOCK REPORTS, vital news to Oklahoma cattle feeders, are broadcast daily direct from the stock yards by A. W. Lucas, National Commission Co. head.





XUM

Co-op Sales Boosted by Network Aid

American Sales Staff Cooperates With Local Men

By BRUCE ROBERTSON

THE OTHER DAY Stanley C. Florsheim, director of American's cooperative program department, called the manager of one of the network's affiliate stations to let him know that a co-op salesman would be passing through his city and if the manager liked he'd stop over for a few days to call on some of the station's prospects for co-op shows with the station's salesman.

"He started to hem and haw," Mr. Florsheim said, "and I couldn't figure out why. Then it came to me that he was trying to find out what the catch was, what it was going to cost him. When I told him that it was strictly a no-charge proposition and just part of American's service to our stations he couldn't say yes fast enough. So our man stopped off and before he left Baukhage had another sponsor."

AMERICAN Network is doing nicely with its co-op selling plan. Like most good ideas, it's simple. The network makes its co-op salesmen available to affiliates. Backed by experience of local sponsors in other cities, these network salesmen help stations sell new prospects and help the present sponsors with their merchandising.

To this plan of helping the stations sell their own time—and of course American's co-op shows—Mr. Florsheim gives much of the credit to the fact that his department's billings in the first week in July were two-and-a-half times the total for the same week a year ago. "Better than that," he said, "they were well ahead of the first week in June. And August is going to be even better than July. The curve is up. We've licked the summer slump."

Announced early in July, the idea of placing the network's co-op salesman at stations disposal had been thoroughly tested in advance. Barney Cragston, co-op sales manager, and his associates, Larry Surles and Frank O'Connell, made calls with local station salesmen in more than a dozen cities, where station managers reported many traceable co-op sales and sponsors were grateful for the merchandising help they had received.

"Our men aren't equipped to do pressure selling," Mr. Florsheim said, "but they can give advertisers the benefit of their experience of many calls in many cities and towns. And they can pass along merchandising ideas used by similar advertisers in other cities."

NORTHWESTERN National Bank of Minneapolis, a Swing sponsor, advertizes his program on its billboards. Small insert at upper left of this sign mentions Swing and gives program time.

The promotion given by many sponsors to the co-op programs is another major factor in their success, Mr. Florsheim believes. He cited Gimbel Brothers, who bought Raymond Swing to increase the prestige of the men's departments of their Philadelphia and Milwaukee stores. Blowups of Swing were in the store windows; newspaper ads carried his picture with the line "brought you exclusively in Philadelphia (Milwaukee) by Gimbel's"; merchandise stuffers plugged the broadcasts.

Promotion

Another Swing sponsor, Northwestern National Bank of Minneapolis, advertises the program on its billboards, on newspaper radio pages, by enclosures in its monthly statements, by postage meter on its envelopes, with five-foot blowups in window and lobby displays and with counter cards in the main bank and all its branches.

"Merchandising like that," Mr. Florsheim declared, "helps build the program and so helps it to do a better job for the sponsor. And when our salesmen can pass along examples like those to other advertisers in other cities, they are benefited also. And we and the stations benefit, too," he added, "because advertisers who have embarked so wholeheartedly on a campaign wouldn't dream of dropping it for the summer."

Local advertisers are encouraged to discuss their problems with him and his staff, Mr. Florsheim said, adding that his department frequently benefits as much as the clients. For instance, when Neusteter's, Denver women's specialty shop, assumed sponsorship of Constance Bennett in that city, the store's head, Ed Neusteter, and his advertising manager, E. K. Shelton, called on Mr. Florsheim in New York to discuss promotion.

At that time, Mr. Florsheim said, Miss Bennett each day described her costume or accessories as filler material in her broadcast for those stations which did not have sponsors for the program. At the sug-

(*Continued on page 24*)

AGAIN IN 1945!

According to Hooper . . .

Manchester Listeners Prefer WMUR

* Period: Spring, 1945 Station Listening Index City: Manchester, N. H.

SHARE OF AUDIENCE

INDEX	WMUR	Station B	Station C	Station D	All Others
8:00 AM–10:00 AM Mon. thru Fri.	64.7	13.4	9.7	3.4	8.8
10:00 AM–12:00 N Mon. thru Fri.	71.9	9.2	9.6	1.9	7.4
8:00 AM–12:00 N Mon. thru Fri.	68.5	11.2	9.6	2.6	8.0
12:00 N–3:00 PM Mon. thru Fri.	42.4	9.9	19.2	7.0	21.5
3:00 PM–6:00 PM Mon. thru Fri.	33.5	17.8	27.4	10.2	11.1
12:00 N–6:00 PM Mon. thru Fri.	37.7	14.1	23.6	8.7	15.9
6:00 PM–8:00 PM Sun. thru Sat.	34.2	34.7	20.9	3.6	6.6
8:00 PM–10:00 PM Sun. thru Sat.	30.9	43.7	10.3	5.9	9.2
6:00 PM–10:00 PM Sun. thru Sat.	32.4	39.7	15.1	4.8	8.0

Total Coincidental Calls—6,231

If New Hampshire is part of the territory you plan to "capture" call us or our national representatives—Weed & Co., Inc., New York, Chicago, Detroit, San Francisco, Hollywood, and R. C. Foster, Boston.

In the last analysis, we have only "listeners" to sell. Since the first Manchester Listening Report in 1944 by C. E. Hooper Inc., we've known that Station WMUR enjoys strong preference in this area.

We were proud to merit this preference—promised ourselves to do even better programming and production. That led us to look forward to the second Hooper Report—the Station Listening Index for 1945. Knowing that you, too, as a buyer of "listeners", would like to see which way the audience is going, we present the final tabulation—*

WMUR
"THE RADIO VOICE OF NEW HAMPSHIRE"
1819 ELM STREET, MANCHESTER, N. H.
BASIC AMERICAN NETWORK
610 K.C.

A radio station is known by the *Companies* it keeps

BASEBALL
Sells for
Walgreen Drug Stores
and
Old Gold Cigarettes
on the New
WJJD

★ Walgreen Drug Stores have been sponsoring baseball broadcasts on WJJD now for 7 years. Old Gold Cigarettes for 2. Pretty good testimony that the New WJJD'S exclusive White Sox broadcasts have produced results where results count. Experience proves that dollar for dollar the New WJJD rates as a best buy in Chicago. With 20,000 watts of SELLING POWER, the New WJJD signal booms out into a coverage area containing 3,234,059 radio homes—spread over a greater coverage area than any other Chicago Station, regardless of power.

SPECIAL: The New WJJD's post-baseball programming will open up a few choice availabilities in key afternoon time. They're bound to go fast. Better get your reservations in early.

20,000 WATTS OF *Selling* POWER

THE NEW WJJD

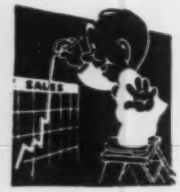
1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER

Music hath its charms . . . . . .

Even as markets have their charms . .



Even as sales have their charms . . . . .

Even as low costs have their charms . .

Even as profits have their charms!

Put them all together—Music, Markets, Sales, Low Costs and Profits—and you have the Ace Charm—a WWVA Campaign

Ask a John Blair Man

Basic Affiliate

AMERICAN BROADCASTING COMPANY

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

Add V-J Day Coverage

Recorders Valuable

PRESAGING special events coverage of future, several stations used wire and film recorders for interviews with roving celebrants, put them on air later. Florence Warner of WOL Washington, with film recorder, got postwar statement from WPB Chairman Krug at Statler Hotel, and Hugh Butler, acting British Ambassador. WHOM New York used film recorder to pick up motorist reaction at filling stations when gas rationing ended. WIND Chicago went to Douglas Aircraft plant with wire recorder to get worker comments.

* * *

Governor on WIBC

WIBC Indianapolis aired victory speeches by Gov. Gates of Indiana and Mayor Tyndall of Indianapolis few minutes after broadcasting surrender news; also interviewed wounded veterans at Billings General Hospital, and did pickups from street and union station. Among WIBC's victory week broadcasts was interview with Dr. Charles W. Hires, director, Dept. of Physics, Indiana U., and his associate, Prof. I. W. Schwartz, who talked of atom bomb in layman's language. Norm Perry Jr., special events chief, conducted the program.

* * *

'Postwar' on WFAS

WFAS White Plains, N. Y., did a "Postwar Prospects" broadcast 50 minutes after flashing surrender news. During the day Tuesday (Aug. 14) Frank A. Seitz, station managing director, had special transcription made with top Westchester county officials speaking. Confusion attending interpretation of President Truman's two-day holiday brought spot announcements from Sonotone, General Electric, Eastern Aircraft, Burroughs & Welcome, J. H. Evans & Sons, Anaconda Wire & Cable Co. and First National Food Stores, explaining to employes how long they might stay away from work.

* * *

Cycled to Work

PAUL WHITE, news editor of WKBN Youngstown, O. (no relation to Paul White, CBS news editor) pedaled 10 miles to the studios at 2 a.m. Aug. 14 astride his son's bicycle when first word of surrender was aired by Domei.

* * *

WIOD Forum

WIOD Miami was ready with a forum on postwar prospects when surrender came. Participating were government, city and civic leaders. Station also used mobile unit for crowd color and interviews, with Bill Cochran, discharged veteran, handling mike. Protestant minister, Catholic priest and Jewish rabbi participated in special prayer transcription, aired during Tuesday evening. Special messages from commanding officers of Army and Navy units in Miami area were broadcast, too.

* * *

WHP Pleadings

WHP Harrisburg, Pa., fearful that the tendency to "let down" following surrender news might tie up vital military, transportation and communications traffic, urged listeners in special programs and in spots on regularly scheduled periods to go back to work after celebrating. Station's pleadings were effective.

* * *

WAAT Dance

WAAT Newark, N. J., opened its terrace room in Mosque Theater building to USO for victory dance on Wednesday night, Aug. 15. Servicemen, wives and sweethearts were invited by spots on air. Half-hour of the show was broadcast.

* * *

All Commercials Out

KPAS Pasadena, Cal., cancelled all commercials, scheduled three street pickups and devoted entire schedule to victory, resuming normal programming Wednesday morning.

* * *

KFWB News Marathon

KFWB Hollywood led local stations with news marathon, beginning night of Aug. 13. Continuous news schedule maintained until late Tuesday night. Commercials reinstated Wednesday.

* * *

WAGA Plays Host

WAGA Atlanta sponsored huge street dance night of victory, broadcasting music by local dance and military bands and interviews with celebrants for 2¾ hours. Atlanta's damage by boisterous whoopee-makers was held to a minimum and citizens thanked station for playing host.

* * *

Chinese Fliers Heard

KXOK St. Louis cancelled all commercials at surrender news, did special programs, one from Chungking restaurant, where 200 Chinese aviators celebrated. Pickups from mayor's office, theaters, traveling buses and streets were aired.

* * *

War Mothers Talk

KDYL Salt Lake City featured interviews with five mothers of 16 sons in service, one of them the mother of seven. All are neighbors. Special pickups included celebration descriptions, prayers by church leaders, interviews with passengers aboard an interstate bus, broadcast from editorial room of Salt Lake City Tribune and Telegram.

* * *

Canadian Stations

PRIVATE stations and CBS networks carried special programs, with CBC Trans-Canada and Dominion networks pooling from Toronto. Prime Minister Attlee's victory message was aired from London to start celebration. President Truman's statement released in Washington was read and Washington commentaries were carried until 8 p.m. Crowd reactions, interviews from USAAF base at Edmonton and from Canadian servicemen in England also were carried. Normal schedules were resumed Wednesday morning, but special programs from Ottawa and London were on, beginning at 3 p.m. Private stations carried local reactions of celebrants. CKEY Toronto sent a mobile unit to all public celebration centers.

Co-op Sales

(*Continued from page 22*)

gestion of Mr. Neusteter this description is now in the main part of Miss Bennett's broadcast and American each day notifies her sponsors in advance what articles she is going to talk about so they can promote that merchandise in their window and counter displays and their newspaper advertising. "Constance Bennett says *today* that . . ." is an effective sales help.

When Burton A. Gallup of Meigs & Co., Bridgeport men's store sponsoring *Kiernan's News Corner*, was in New York, American took a Gallup-Kiernan-Florsheim picture in the network newsroom, blew it up and sent it to the store, where it made an effective and personalized window display.

"Cooperation is the secret of success for our cooperative programs," Mr. Florsheim concluded. "We help the stations and the clients; they help us and each other. This, plus the fact that the co-op programs are right to begin with, will add up to more than $4,000,000 of revenue for American stations from our co-op programs in 1945.

"An extra benefit," he added, "is that through helping American affiliates increase their local sales with our co-op shows we also are doing a good station relations job for our network. If another network should approach one of our stations with an offer to switch affiliations, he might well weigh his income from co-op sales along with his network revenue and decide to stay with American."

"MORE THAN PLEASED" Says "Skippy Peanut Butter"

EVERY Network Show on WOW has a Hooperating higher than the national average—but WOW also does a terrific job on National Spot Programs. Witness the "Skippy Hollywood Theatre" rating of 18.6, and Hamm's Beer "Preferred Melodies", a local production, three times a week, early evening, has a rating of 17.9—the "Nebraska-Iowa Quiz", for Listerine, Sunday afternoon, rates 14.1—while the McKesson Robbins "Noonday Forum", 12·45 across the board carries a rating of 11.7. Note Hooperatings Fall-Winter, 1944-45.

Garfield & Guild · Advertising

660 MARKET ST · EXBROOK 3420 · SAN FRANCISCO 4, CALIF.

April 30, 1945
One Day Nearer To Victory!

Mr. John J. Gillin, Jr.
Radio Station WOW
Insurance Building
Omaha, Nebraska

Dear Johnny:

Skippy Hollywood Theatre
Good Foods, Inc.

You must be very pleased with the October-February Hooperating - 18.6 - on Skippy Hollywood Theatre. You are to be congratulated on the gain of 6 points over the last Hooperating.

As you know, Skippy Hollywood Theatre is aired over 25 top-ranking stations from Honolulu to New York. Yet only one station out-ranks you in its Hooperating and in several important markets WOW ranks 6 to 10 points higher.

You will be glad to know, too, that the sales job you are doing for Skippy Peanut Butter, sponsor of Skippy Hollywood Theatre, coincides with the rating. We are more than pleased with the record made in the Omaha market which has no other advertising support than this show.

Best wishes for your continued success with Skippy.

Cordially,
Walter Guild
Walter Guild

WG
lg

The above is substantial evidence that WOW has a predominating hold on the listeners in the Omaha trade territory. Write for availabilities or phone the nearest John Blair office.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC · NBC · 5000 WATTS
Owner and Operator of
KODY · NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L MGR.
JOHN BLAIR & CO., REPRESENTATIVES

XUM

ASKS TRUMAN PLAY ON AIR FOR PEOPLE

PRESIDENT TRUMAN has been asked to play piano on the air or to make recordings to be broadcast for the American people. Herbert Wells Fay of Springfield, Ill., custodian of Lincoln's Tomb and board chairman of the American Pioneer Guild, has written the President urging that the Chief Executive play for the people.

"Never in the past has a United States Chief Executive possessed such a marked talent for communicating with his fellow men through the medium of music," said Mr. Fay's letter. "What could be more fitting than that the present and future generations of Americans have opportunity to hear the national anthem or perhaps American folk songs or the classics played by the President who led the nation to ultimate victory in the greatest war ever known?"

Jack Benny Sued

A BREACH of contract suit for $10,000 has been brought before the New York Supreme Court against Jack Benny. Edward A. Powers, a public relations counsel, charges the radio and screen entertainer did not compensate him for a broadcast idea he submitted. Mr. Powers asks $7,500 as the "fair and reasonable value" of his idea sent to Mr. Benny, plus $2,500 for services rendered.

Leslie Brady

LESLIE R. BRADY, 39, chief of the Frequency Assignment Section, International Division, FCC Engineering Dept., died at his Washington home following a heart attack and was buried Aug. 18 in Laurel, Md. He joined Federal Radio Commission in 1928 when it was created and had been with Commission since. Mr. Brady leaves his widow and two children. He was a native of Baltimore.

Guestitorial

WILL STATIONS LOSE THEIR IDENTITY?

By LESLIE L. KENNON, Assistant to General Manager of KWTO

NETWORK and transcribed programs have worked to the advantage of radio stations. However, regional stations are losing a part of their individual identity by scheduling an overdose of them.

Listeners recognize a regional station by what they have been accustomed to listening to over an extended length of time. It has been a practice in the past for stations to give over a goodly portion of their schedule to live talent shows, service features such as farm forums, weather forecasts, market reports and regional sports. Most of them have built their success on this pattern. . . .

I suggest that we have gradually slipped away from local programming that fits the tempo of our own community and, in many instances, have found disfavor with many of our listeners when transcriptions and network have been substituted.

Overall Job

Those who have maintained a large and versatile talent staff now are finding little use for them because of the desire on the part of the advertiser to do an overall job by the use of the above method. . . .

The first consideration should be for our listeners. That is the advertiser's first consideration also. We cannot have a wide and varied schedule if we cannot provide a well rounded one, and this oftentimes means sacrifice of revenue. A morning and afternoon diet of transcribed shows or network, regardless of national or regional rating, will not accomplish the best results for the station or for the client. It is our job to protect ourselves, and thereby protect the advertiser, by keeping our own individual identity in our community.

BEAUMONT HAS MONEY TO SPEND NOW—LATER!
LUMBER
Employing thousands at high wages, lumber has long been an important industry in KFDM's territory, contributing over ONE MILLION dollars monthly to KFDM's market payroll. But regardless of how the 250,000 persons make their above-the-average income, their listening ear is attuned to KFDM!
BEAUMONT, TEXAS
KFDM
SERVING THE *MAGNETIZED SABINE AREA
*Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH AMERICAN BROADCASTING CO., INC. AND
TAYLOR-HOWE-SNOWDEN Radio Sales

Howard Elected

LOUIS HOWARD, owner of WHIT New Bern and WJNC Jacksonville, N. C., has been elected president of the Tobacco Network succeeding Fred Fletcher, general manager of WRAL Raleigh. Billy Hodges, general manager of WGTC, Greenville, was elected vice-president; Harry Bright, general manager of WGBR Goldsboro, reelected secretary; Allen Wannamaker, general manager WGTM Wilson, reelected treasurer. Eugene P. Weil continues as general sales manager for the network.

Stewart Warner Report

A PROFIT of $1,260,807 was listed for the first six months of 1945, ending June 30, in the unaudited semi-annual report mailed to stockholders by Stewart Warner Corp., Chicago. Sum of $400,000 was set aside for postwar improvements, with the balance equal to 68 cents per share of capital stock.

Office to Close

HOLLYWOOD radio section of Office of Inter-American Affairs is to close Sept. 8. Move follows budget slash of $1,300,000. Employes of Hollywood division have been offered jobs with merged Washington and New York OIAA operations in New York, it was said.

$10,000 IN SALES at an advertising Cost less than ½ of 1 percent!

Mark up another *jackpot* for the WNAX "Sunday Get-Together." Army Goods Distributors used seven quarter-hours on this program to sell Surplus Army Commodities. *Cost*, $75 a broadcast or $525 total. *Sold*, more than $10,000 in merchandise . . . including 451 raincoats at $2 each; 1221 pairs of Army shoes at $4 each; and 222 Army pup tents at $20 each. *Advertising Cost*, less than ½ of 1 percent.

That's hitting the *jackpot*, in anybody's language . . . and the reason that the WNAX "Sunday Get-Together" hits the *jackpot*, continuously, is the fact that it speaks the language of some five million folks in the states of Minnesota, Iowa, Nebraska, North and South Dakota.

The "Sunday Get-Together" is just part of the WNAX plan to give folks in this five-state market what they like to hear most . . . nice, lively entertainment plus outstanding newscasts. It's the kind of programming that helps your advertising dollars hit the *jackpot* every time.

Represented Nationally by the Katz Agency

WNAX

A Cowles Station

Sioux City • Yankton

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

In both manufacturing and farming, North Carolina sets the pace for the entire South. The value of North Carolina's manufactured products is nearly *three times* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Surely those facts are worth consideration when you're choosing Southern Markets!

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

50,000 WATTS — NBC

RALEIGH, N. C.

Free & Peters, Inc., National Representatives

KXOA Now Operating On Regular License

KXOA Sacramento, Cal., which had been operating under program test since May 20, at the beginning of the month received its regular license. A basic affiliate of Mutual Don Lee network, the station is owned and managed by Lincoln Dellar, former vice-president and general manager of Associated Broadcasters Inc., San Francisco.

Department heads of KXOA, announced by Mr. Dellar, are Morton Sidley, sales manager, formerly of KSFO San Francisco; H. Neil Black, chief engineer, previously with NBC; Earl Russell Jr., program operations manager, from KFBK Sacramento.

A subscriber to Associated Program Service and United Press, KXOA has completed contracts for license agreements with ASCAP, BMI and SESAC. From its inception the station has carried the full commercial Mutual West Coast schedule and has a night hourly rate of $80. John Blair & Co. is national representative.

Transcriptions Again Prepared for Europe

WORLD WIDE Broadcasting Foundation of Boston soon will resume sending foreign-language transcriptions to Europe for broadcast on the Continent, according to George E. Caraker, lecturer, writer and member of World Wide's New York staff.

The new World Wide recordings, based on such subjects as rehabilitation and public health, will go to Europe via diplomatic pouch, Mr. Caraker said. Requests for the transcriptions have been received from the Netherlands and other countries are expected to ask for the special programs in the near future.

Now in its 10th year, the Foundation expects to resume foreign broadcasts from its powerful Boston station WRUL as soon as the Government relaxes its wartime control of the outlet.

One of the wartime activities of World Wide has been the transcribing and distributing to stations of a program called *Beyond Victory*. Mr. Caraker, pointing out that the program is two years old, cited letters from military officials, soldiers and civilians throughout the nation as proof of the program's enthusiastic reception. *Beyond Victory*, featuring guest experts on each program, has dealt with such topics as "Forms of World Organization", "Living Conditions in the Postwar World" and "Messages from United Nations' Leaders".

Beyond Victory is now beamed to overseas military and civilian posts by the OWI and broadcast transcribed on a large number of U. S. stations.

World Wide is now preparing a special series on the United Nations Charter, which will be broadcast as part of *Beyond Victory*.

PICK-UP PIN-UP

NBC's Barbara Cary Is Voice From Home to Radiomen

Barbara

ORCHIDS and a rush of dinners await one young lady with NBC when "the boys come home". She is Barbara Cary of the NBC-San Francisco news room, the only woman regularly handling overseas shortwave pickups. She exchanges timings, cues, weather reports and quips with NBC Pacific reporters George Thomas Folster, Ray Clarke, Joe Hainline and others before putting them on the air. Lonely servicemen crowd the radio shack to hear her.

Her voice brought word of the first Jap peace offer, and kept the correspondents informed of each news flash following that announcement. She interrupted a roundtable broadcast between Folster, Janssen and Ray Clarke to flash word that the U. S. would accept the offer. Now the boys want a pinup picture.

McGuineas Sees Jobs For Hundreds With FM

AVAILABILITY of hundreds of positions for writers, dramatists, announcers, actors and musicians has been forecast by William McGuineas, commercial manager of WGNB, WGN Chicago's FM outlet.

According to Mr. McGuineas, "at the present time there are approximately 900 radio stations in the United States, but there will probably be between 2,000 and 3,000 stations after the war." Each of these new stations will have its own local programs, so that radio personnel will be needed in cities and towns all over the country.

New jobs in radio may not be available on a large scale for another year or two, Mr. McGuineas points out, but adds that now is the time for young people with radio ambitions to prepare for the future, by enrolling in accredited school and college radio courses, and by studying broadcasting trends.

Philco Dividend

A DIVIDEND of 20c per share of common stock payable Sept. 12 to stockholders of record Aug. 28 has been declared by Philco Corp. Previous dividend was for same amount paid June 12.

HONORS ENOUGH

FOR ALL 4 NETWORKS

On J-S Day, Tuesday, August 14

On Japanese-Surrender Day, August 14, that day which climaxed *all* the climaxes of World War II—the C. E. Hooper staff worked round-the-clock in 32 cities—in a searching measurement of radio listening.

Never was the place which broadcasting plays in American life more sweepingly revealed. Listening leaped from peak to peak throughout the day—often at levels which doubled ordinary war-time tune-in. Conservative projection indicates that 30,000,000 American homes turned to their radios that day for the first authentic news of final victory.

There is no room in radio for smugness—but no broadcaster can read *without pride* the record which this timely and intensive study writes. The results, released exclusively by CBS, contain honors enough for everyone. If, in the process, they explode certain myths, that's all to the good...

SEE NEXT TWO PAGES ➡

HONORS FOR CBS

1. The CBS *share of audience* held to a higher level throughout the day (never averaging below 20% in any clock hour) than that of any other network. Network X dropped to 16%, Network Y to 12, Network Z to 10.
2. CBS led the field during 9 half hours in the morning, afternoon and evening—and led its nearest rival through 10 half hour periods.
3. The CBS lead grew at one point to 135% more audience than the next highest network—an appreciably larger lead than we yielded to any other network, at any point.
4. Working uphill against traditional Tuesday night listening habits, CBS increased its regular share of total Tuesday night audience by 17%—while its nearest competitor lost 26%.

HONORS FOR NETWORK X

1. Network X nosed out CBS on average ratings for all periods combined by a narrow 1 point lead—thanks largely to that lucky Tuesday evening.
2. Network X hit a peak of 44% of total audience during one period (higher than the CBS peak of 38%)—offsetting its 16% low.
3. Network X dropped behind CBS twice during the evening, but rallied strongly and led CBS at the finish line by a score of 33 to 30, in percent of total audience.
4. Network X crossed the finish line with more than twice as large an audience as either Network Y or Z. (So, of course, did CBS.)

XUM

HONORS FOR NETWORK Y

1. Network Y, which lives less by words than by deeds, turned the tables on Network Z. Network Y's average rating of 6.2 was almost 15% higher than its nearest rival's 5.4.

2. Network Y, in a wonderful half-hour at 8:30 a.m. swept the field! It led CBS by 50% and led its traditional competitor, Network Z, by nearly 200%!

3. Although Network Y dropped to only half the audience of CBS during the evening, it averaged ⅔ as large an audience as either CBS or Network X during the daytime.

4. While Network Y in certain periods had only 10% of the total audience, still that was ⅓ more than the low ebb of its rival's audience (7.3).

HONORS FOR NETWORK Z

We promised honors enough for everyone, and we meant it. There aren't as many, of course, at the bottom of the list as at the top. But still enough to go around...

1. Network Z proved there is room for a fourth network by corralling a loyal slice of the audience from morning to night.

2. Although Network Z dropped, in share of audience, from 17.5% in the morning to 16.8% in the afternoon and down to 12.1% in the evening, it averaged 14.6% for the whole day.

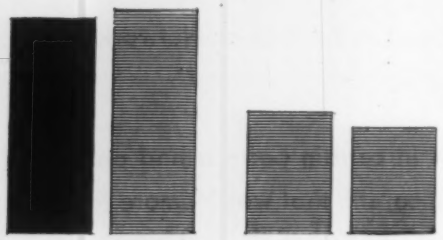
3. Moreover, Network Z proved it could average 87% as high as its nearest rival—*and 53% as high as CBS*—and that's nothing to hide under a bushel.

SEE NEXT PAGE ➡

XUM

AVERAGE HOOPERATINGS

8 a.m.-10:30 p.m. 32 Cities



CBS:10.2 X:11.3 Y:6.2 Z:5.4

TOTAL TUNE-IN AND SHARE OF AUDIENCE

On Japanese-Surrender Day — August 14, 1945 — Hooper (32 Cities)

32 Cities—EWT	Sets On	CBS Share	X Share	Y Share	Z Share
Morning					
8:00-8:30	42.3	26.2	31.8	23.8	7.3
8:30-9:00	40.8	20.3	28.3	31.2	11.8
9:00-9:30	45.1	30.5	33.0	14.9	13.5
9:30-10:00	41.5	26.3	30.7	17.0	16.4
10:00-10:30	40.1	29.8	26.7	14.7	20.1
10:30-11:00	38.1	31.8	20.9	18.3	18.6
11:00-11:30	37.7	24.4	23.9	18.4	26.1
11:30-12:00	38.5	24.5	18.7	13.6	28.1
Average to Noon	40.5	26.7	26.9	19.2	17.5
Afternoon					
12:00-12:30	37.3	35.4	15.7	18.3	18.0
12:30-1:00	39.0	38.4	16.3	20.4	14.4
1:00-1:30	33.8	34.9	19.2	18.2	14.7
1:30-2:00	30.9	30.2	24.8	19.1	14.1
2:00-2:30	30.2	28.4	25.6	16.8	15.2
2:30-3:00	26.8	24.3	28.1	16.6	14.0
3:00-3:30	28.1	18.5	27.0	19.7	16.3
3:30-4:00	26.2	23.4	33.2	16.0	10.2
4:00-4:30	27.0	23.0	32.3	17.1	13.8
4:30-5:00	29.7	22.1	43.5	12.4	10.0
5:00-5:30	29.7	18.2	41.3	10.6	15.2
5:30-6:00	31.6	21.9	31.0	16.0	15.0
Average to 6 p.m.	34.6	27.2	27.5	17.9	15.9
Evening					
6:00-6:30	41.5	31.8	31.1	15.2	9.5
6:30-7:00	46.0	27.6	35.8	14.2	11.4
7:00-7:30	63.1	25.8	44.2	10.9	10.9
7:30-8:00	53.2	25.2	43.4	14.2	12.4
8:00-8:30	44.9	36.2	30.9	11.0	13.8
8:30-9:00	36.5	31.5	34.5	14.8	11.1
9:00-9:30	33.8	24.0	33.0	24.6	11.9
9:30-10:00	30.8	26.1	31.2	17.0	14.6
10:00-10:30	30.9	30.2	33.2	12.6	14.2
Aver. to 10:30 p.m.	37.1	27.5	30.4	16.7	14.6

THE COLUMBIA BROADCASTING SYSTEM

ON THE SERVICE FRONT

Miniature Film Recorders Will Be In Production Soon

FIRST of the new "pint-sized" film recorders are now ready to roll off the assembly lines of the Frederick Hart & Co. plant, Poughkeepsie (formerly Amertype Recordgraph Corp.). Seen as a "first aid kit" for stations in special events coverage, recorders weigh but 25 to 30 pounds, can be operated easily by one man and are self-powered.

Sets, developed by the Hart Co., were designed by Lt. Marvin F. Royston, engineer of the Navy Radio Services Section, and former NBC and American engineer. In handling radio coverage of the Normandy invasion for the Navy and setting up Navy studios at Pearl Harbor and Guam with Lt. Comdr. J. Harrison Hartley, Lt. Royston saw the need for improvement over the film recorders in use, loaned by the Navy to net correspondents.

Complete equipment weighed 150 pounds, including a separate power supply and required a team of two to operate. New 25-pound model is a complete unit, with recorder, power and playback included. It can be strapped to the chest with the microphone attached to a head band.

Recording time on the 30-foot film is 15 minutes, with but five seconds required for changing film. Film width is 8 milimeters. The lead-acid storage battery is non-spilling and is the source of power.

Originally designed for the coverage of invasion of Japan, the set is easily adaptable for peacetime commercial station use. It will be offered to the commercial market but no price has been set on it as yet.

* * *

Howell Transferred

WAYNE HOWELL, formerly with WLAC Nashville, has been transferred from the Paris studios of American Forces Network to the Berlin studios.

* * *

XNEW New Studios

FIRST anniversary of XNEW Kunming, China, was celebrated by the opening of new studios. Station was started by one man, 1st Lt. Ausley Roberts of WMBR Jacksonville and was run by him in his "spare time" for almost half a year. AFRS annexed the station in October, and in February, M/Sgt. Steve Kravchuk, formerly with RCA in Camden, boosted the station to 1000 w from its 300 w power. In late winter, Lt. Roberts was given the o.k. to start a staff. Members now are Lt. Roberts; Cpl. John R. McKinley, who had had radio managing experience; Sgt. David Brooks, former announcer with WFCI Providence, R. I.; Cpl. Bruce MacDonald, former news editor of WJW Cleveland. Their new studios were built by hand—by the station's staff. XNEW is on the air 18 hours a day.

* * *

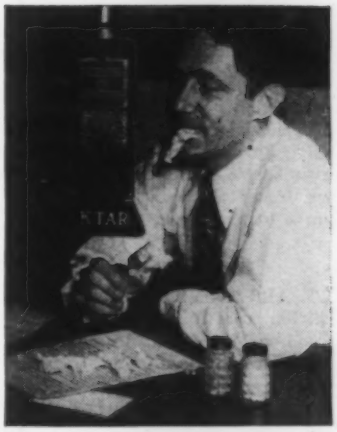
Jameson Heads Announcers

SGT. KEITH JAMESON, former WMAL Washington announcer, has been named chief announcer for the American Forces Network in the United Kingdom.

* * *

Nelson in Los Angeles

CAPT. HARMON O. NELSON, after 21 months' service in the Pacific, has reported to Armed Forces Radio Service, Los Angeles, on temporary duty. He has been officer-in-charge of the Jungle Network, now Far Eastern Network. Working with Lt. Col. Ted Sherdeman who was assigned to AFRS Los Angeles during July, Capt. Nelson played an important part in development of radio as a means of transmitting information necessary to island-invading troops before the operations. Prior to entering the Army, he was producer with Young & Rubicam, N. Y.



WELL-SEASONED script goes down the hatch of Fred Macpherson of KTAR Phoenix who said last June that he'd eat his script if Japan surrendered before the end of this year. The commentator suffered no ill effects.

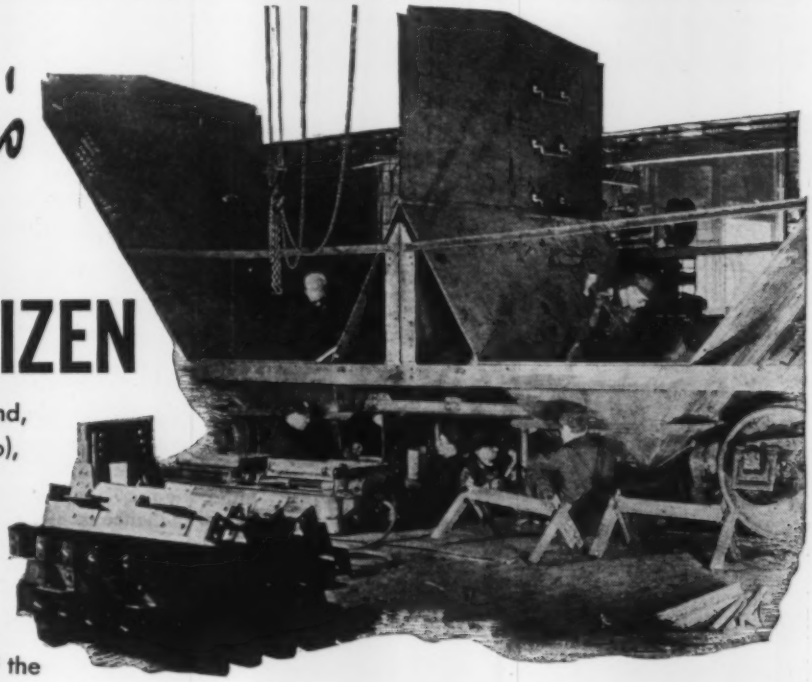
Sgt. Lesser to Hollywood

SGT. GILBERT R. LESSER, vice-president on leave from the Emil Mogul Co., New York, who has been consultant in Washington to the Surgeon General on the use of broadcasting for reconditioning of wounded servicemen, is now attached to the Armed Forces Radio Service, Hollywood. He is planning

(*Continued on page 30*)

Industrial Huntington's

OLDEST LIVING CITIZEN



In the crowded industrial WCMI Tri-State Area (Ashland, Kentucky; Huntington, West Virginia; and Ironton, Ohio), the American Car and Foundry Company enjoys a unique position. It is the oldest industry in Huntington, West Virginia, and one of the many Tri-State industries now busy at peacetime work.

The bulging pockets of A. C. F. employees contribute heavily to the $170,000,000 annual buying income of the Tri-State market . . . A concentrated industrial market covered-from-within by WCMI.

WCMI CBS
ASHLAND, KENTUCKY

Studios maintained in Huntington, W. Va.
A Nunn Station
Joseph B. Matthews, Mgr.

NUNN STATIONS: WCMI, Ashland, Ky., (Studios) Huntington, W. Va.; WLAP, Lexington, Ky.; WBIR, Knoxville, Tenn.; KFDA, Amarillo, Texas . . . Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn.

XUM

Service Front

(*Continued from page 29*)

production of transcribed radio programs for hospitals and hospital ships throughout the world. Programs are transcribed in Hollywood and then distributed to all parts of the world.

* * *

Kurlan Shifted

LT. ARTHUR KURLAN has been shifted from Washington, to Hollywood to be officer in charge of Navy Radio Production Unit. He was formerly a writer with *Campbell Playhouse*. Lt. Kurlan also is officer in charge of the newly formed West Coast radio branch.

* * *

Los Angeles AFRS

WITH ARMY decision to release men over 38, six Armed Forces Radio Service staff members in Los Angeles have been discharged. Included with their former affiliations are: Cpl. Bill Morrow, writer on NBC Jack Benny Show; Sgt. Ed Merrill, account executive of Young & Rubicam; Pfc. Urban Lynch, NBC Hollywood studio and field engineer; Sgt. Earl Lawrence, NBC instrumentalist and musical arranger; Sgt. Marvin Fisher, writer on NBC *Chase & Sanborn Show* and other network programs; Cpl. David N. Tamkin, film music arranger.

Other recently discharged staff members are Melvin Angle, director of news and special events of the former California Radio System; T/Sgt. William Voeller, executive assistant to Adolph Zukor; Sgt. Bill Card, NBC assistant program director; M/Sgt. Michel Perriere, musical conductor of KFI-KECA; Sgt. John Rider, radio director of The Biow Co., and now with OWI overseas; Pvt. Robert Lee, Young & Rubicam Inc. writer-producer.

Most Armed Service Programs Are Terminated by War's End

Discharge of Personnel Complicates Production, Some Shows to Be Continued by Networks

THE SUDDEN impact of the war's end is spelling finis to scores of network programs produced by the armed services. Many will run to the end of series time, with some still hanging fire pending negotiations with networks.

Added to the fact that the war is over, and its story told, is the situation that many of the servicemen in charge of the productions have the required points and are going back to civilian radio jobs.

The Army Hour is among those undecided about continuation. At present, decision depends on NBC. Col. E. M. Kirby, who heads the Radio Branch, War Dept. BPR, responsible for the show, is now in Europe conducting the tour of broadcasters, and will probably be eligible for discharge when he returns. Maj. Albert Wharfield, acting chief, and Maj. Charles Batson, both with overseas service, also will be due for discharge within a short time, it is understood.

Personnel

Maj. Ted Steele of the Radio Branch, is now stationed in Paris, and Capt. Lansing Lindquist is slated for the Pacific. Lt. Robert Schall is handling *The Army Hour* while awaiting replacements in the Radio Branch. Maj. Larry Hoover has reported for duty there, with Capt. Arnold Leo and Lt. Wallace Irwin due in within a few weeks.

Still on duty are Stanley Field, Sol Panitz and Abe Fischler, civilian writers with the Radio Branch.

Army Service Forces expects most of its shows to end at the expiration of the present series time. *Assignment Home*, as an ASF show goes off CBS Sept. 8 or 15. Network may continue the series with a change of format and production. *Weapons for Victory*, on CBS, ends Sept. 26. *Your Army Service Forces* is over Sept. 5 on Mutual.

Tokyo Calling, the ASF program on American, now changed to *Pacific Serenade*, will probably continue under network production and direction. Fate of *Service to the Front*, the Wrigley-sponsored show on CBS is undecided. *WACS on Parade*, CBS, ends Sept. 26.

Maj. Andre Baruch, who has handled the ASF shows, expects to be a civilian by mid-September.

What will happen to the nine programs now being produced by the AAF Office of Radio Production is still undetermined. According to one spokesman, "We may retrench a number of the shows, but we are prepared to keep them all going until the networks can make their own adjustments in schedule. From there on, much depends on the networks."

As the AAF is not releasing personnel so readily as other branches, staff handling the radio productions is biding its time and not making any announcements—or plans—at present.

The Navy Hour reaches the end of its 13 weeks Oct. 2 and will not be renewed. A projected second Navy show from the West Coast awaits decision as to whether it should go on or be cancelled before its start. It was scheduled for American. *Meet Your Navy*, sponsored by Raytheon on American as well as *First Line*, a Wrigley-CBS-

(*Continued on page 32*)

TIME BUYERS!

CALL ON "Spot" FOR TIME DETECTING

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

"SPOT" can't *always* nail the exact buy you're after. NBC spots are in much too much a demand for that! But time and time again he has helped many a time buyer put his finger on something equally good . . . buys which have been astonishingly productive for a wide variety of big-name advertisers.

For NBC Spot Sales representatives know their business . . . and make a business of helping you in yours. So, if you've got a spot problem just sing out and you'll get all the facts and all the help we can give you.

Call on "Spot" today for time detecting on one or more of NBC's key stations . . . stations in markets where families have a buying power more than one third higher than the nation's average—stations with 55% of the country's radio homes in their primary areas.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4261

XUM

KANSAS CITY
IS A
K O Z Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

WTIC Enlarges Day

AS A RESULT of a survey bringing requests for more agricultural time WTIC Hartford is now on the air a half-hour longer each day, its broadcast day being from 5:30 a.m. to 1 a.m. the following morning. Acceding to listeners' demand for more farm and home information between 6:15 and 7 a.m. the *Farmers Digest* has been expanded along the morning news show. The latter opens the schedule followed by the farm program at 6:15.

Armed Forces

(*Continued from page 30*)

Navy series will go on for the present.

Leaving the Navy by early fall are Lt. Comdr. Charles E. Dillon, head of Radio Programming section; Lt. Hazel Kenyon Markel; Lt. John Murray; Lt. Armand Deutsch.

Marine Corps program, *Your Marine Corps*, on CBS, is scheduled to continue. Program was designed to tell the story of Marines in war *and* peace, so there is "still a lot to be told". Lt George Putnam will remain announcer and m.c. of the series. Lt. James Hurlbut, who has been producing the show, has a formidable number of points for discharge.

Coast Guard fate depends on Navy headquarters about continuation of series on Mutual, *The Coast Guard Program*. Production staff expects to know within about a week if the show will go on.

Maritime Service has two shows, *It's Maritime*, CBS, and *Men at Sea*, NBC. First goes off Sept. 25, the latter left the air Aug. 26. *Men at Sea* was a summer replacement, and was originally scheduled to run the eight weeks ended Aug. 26. Peacetime activities of Merchant Marine may be told in a series now in early formative stages.

First plan of most of those leaving the services—all of them with commercial radio experience in addition to their service work—seems to be a good rest. Then practically without exception, all will return to the industry. At present, job announcements are premature.

As to the discontinuation of many of the service series, prevalent attitude is: There is still a job to be done, questions to be answered about the great numbers of servicemen in the occupation armies, the role of the services in shaping the occupied countries, and the activities of servicemen still on duty in the U. S. Radio is the best medium for getting to the public, so there is still a need for some service shows, designed to fit into the now completely changed picture.

Jaycees, Stations Observe This Week

'Freedom of Speech' Is Theme Of Joint 25th Anniversary

WITH President Truman's letter to BROADCASTING (July 9 issue) as the keynote in national Junior Chamber of Commerce Radio Week, Aug. 26-Sept. 1, stations throughout the country are planning a joint observance of both radio's and the Jaycee's 25th anniversary. "Freedom of Speech" is the theme.

Stations have invited Jaycee groups to participate on local programs throughout the week and Jaycee luncheons across the country are featuring broadcasters as guest speakers. Most of these luncheon meetings are to be broadcast.

Lewis Avery, NAB director of broadcast advertising, will speak to Oklahoma City Jaycees on Monday, Aug. 27, and at a Tulsa luncheon meeting on Tuesday, Aug. 28. All stations in the respective cities will carry the speeches. Lt. Col. Frank Pellegrin, former NAB director of broadcast advertising, and now assistant to the director, Army Ground Forces public relations, will address Indianapolis Jaycees on Wednesday, the 29th. WISH Indianapolis reports to the NAB it is "trying to arrange statewide radio coverage".

Number Respond

A great number of stations responding to the NAB poll on observance of the week report, "Will observe entire week." All Detroit stations are cooperating in a special program. Stations are observing the week with special programs, broadcasts of the luncheon meetings, spot announcements and recorded talks on "Freedom of Speech".

Stations participating, according to the latest NAB report on Jaycee week include: WALA KMYR WTHT WTIC WGBS WBLJ WGGA WLAG WEDC WIND WCLS WJOB WISH KROS KVFD KSO WHO KGLO KVAK KALB WFMD WOOD WKZO KDAL WMFG KROC KWOS KFEQ KMOX KWK WEW WGR-WKBW WHCU WHEC WBT WSOC WAYS WBIG WEED WGTM KILO WHKK WCKY WING WIZE WTOL KBIX KOCY KTOK WKY KTUL WFIL WEEU WTMA WCOS WIS WOLS KOTA WDEF WHUB KNOX WMPS KRPC KTRH KOCA KCRS KPDN KABC KONO KXOK KTEM WBTM WMVA WDBJ WSLS WGKV WMMN WHBL. In addition, all Detroit stations will join in the observation, as will all stations in Omaha and Oklahoma City, and WISH is planning on state-wide coverage of the Col. Pellegrin speech.

ENTIRE cast of "Tom Mix" show will be in Cincinnati Aug. 27-28 for a two-day personal appearance tour. Gang will travel in costume and will appear at various Ralston-Purina stores.

NEW ENGLAND WOMENFOLK LIKE

Mildred Carlson

They sense the sincerity of her interest in the well-being of their families.. they never tire of her fresh, sympathetic approach to their problems. In countless New England households, at nine each morning, home-makers participate, for fifteen minutes, in that far-flung feminine conclave which is the WBZ "Home Forum."

Mildred Carlson sparks this well-planned, well-timed, smoothly-functioning, 6-days-a-week participation-program, now in its *fifteenth year* of broadcasting. In her competent hands, it is a balanced blend of friendly, understanding helpfulness to the individual, and to the public service.. and of deft, persuasive buying-hints to her listeners, ere they go forth to shop.

Mildred Carlson's roster of sponsors is impressive, diversified.. and enthusiastic, as their letters to her freely attest. The list at the right is typical of the clients who have shared the vast selling potential of the WBZ "Home Forum" with gratifying results. NBC Spot Sales will enlist its aid in your behalf.

1944 and 1945 participants in the WBZ "Home Forum"

Pearsall Butter Co.
Maggi Co. Inc.
Rockwood & Co.
Curtis Publishing Co.
Seeman Bros.
Soy Food Mills
Spool Cotton Co.
Houghton Mifflin Co.
Raytheon Manufacturing Co.
Oakite Products Inc.
Glidden Co.
Thomas Products Inc.
Durasol Chemical Co.
Eldred & Barbo
Park & Tilford
Bernard Ulmann Co.
Homemaker Magazine
Natural Sugars Inc.
The Gibson Art Co.
Maritime Milling Co.
Little Crow Milling Co.
Richard E. Thibaut Inc.
Decorative Cabinet Corp.
William Underwood Co.
Chr. Hansen Laboratories
Periodical Publishers National Committee

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WOWO • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

NO PRIORITIES NEEDED!

Immediate Delivery!

REK-O-KUT RKD-16

DUAL SPEED, 16-INCH RECORDING MOTOR ASSEMBLY . . . $148.38 NET

Here is an instrument that, in every way, complements the quality and performance of your high fidelity audio equipment. The RKD-16, incorporating a number of advanced features, is guaranteed to live up to every claim we make for it. It is more dependable, will last longer, requires minimum attention and servicing, and can be installed with your present amplification equipment in short order.

- The RKD-16 may be used for all transcription work. By adding a cutting mechanism (available soon) it becomes a recording table, too.
- Its heavier turntable, closer machining tolerances and self-oiling system make it ideal for both broadcasting stations and recording studios.
- The lathe turned, 25 lb. cast iron turntable is dynamically balanced, and has a disappearing drive pin and rubber turntable pad.
- Turntable is fitted with one-inch diameter polished steel shaft, with special oil grooves for force feed lubrication when operating. Rotates on a single ball bearing at the bottom of the turntable well.
- 1/20 H.P. General Electric constant speed motor.
- A simple and smooth shifting arrangement guarantees a positive repeat speed change at all times.
- Adjustable stops to regulate idler pressure against turntable.
- 10 lb. machined and ground mounting base of cast iron with integral lathe bored and lapped turntable bearing.
- This single unit type construction insures positive and easy alignment of the REK-O-KUT overhead mechanism.
- Improved lubrication system eliminates oiling of idlers more than once in every three months.
- As a result of this self-oiling method, wear is reduced, and servicing and attention are minimized.

Watch for the new **REK-O-KUT** *Overhead Cutting Mechanism which will be ready for you soon*

Order from your local supplier or write, wire or phone

REK-O-KUT COMPANY

146 GRAND STREET **NEW YORK 13, N. Y.**

Export Division, 458 Broadway, New York City, U. S. A. • Cables: MORHANEX

Letters to the Editor

EDITOR, BROADCASTING:

As usually happens after a big news break, the nation's radio stations deluged you with their claims of speed and ingenuity in getting the Japanese surrender story on the air. And, as usual, you went for all of them.

That's Okay. I'm not complaining. I'm not telling you how to run your magazine. I'm just asking a simple question.

I want to know how any radio station could air President Truman's remarks "only three seconds after he made them."

I was in the Oval Room, I heard Mr. Truman, I ran as swiftly as the next man, and I had stationed myself as advantageously as the other old hands—near the door rather than near the President's desk. I maintain that the tales of speed are reduced to absurdity by a claim that anybody could have aired the news three seconds after President Truman spoke them.

We might as well go one step further and accept the claim of Bill Hutchinson, of International News Service, who says he not only scooped all the other news men, but actually beat President Truman by 57 minutes.

The only way you can top Hutch is to make a case for Drew Pearson, who even scooped the Japanese. On Sunday night he confidently predicted that "sooner or later" they would have to surrender.

Hells Bells, mister, let's try to keep our feet on the ground. When radio's own news magazine prints stuff like this it's small wonder that radio news is held in such low esteem by millions of people. When is radio going to grow up?

To my mind, the best indication that radio news has yet to come of age is the fact that every network (and my own station, too) hit the air with the false United Press peace flash despite the fact that all of us were paying men to eat and sleep for endless hours at the White House, yet nobody thought to check his own White House man before hitting the air.

WILLIAM E. GOLD,
News Editor,
WINX Washington

Aug. 21

* * *

EDITOR BROADCASTING:

Your issue of July 30, 1945 contained the sensational disclosure that Miss Eleanor Bontecue had at one time been employed by Mr. Justice Hugo Black, and to be sure that this startling bit of information received the wide publicity it deserved, it was repeated in the issues of Aug. 6 and Aug. 13, 1945.

As an old snark hunter, it is not surprising that you should immediately have recognized Mr. Justice Black's chambers as "just the place for a snark". Moreover, you are obviously acting upon the sound principle of snark hunting laid down by the bellman a number of years ago: "What I tell you three times is true". So no one should now dare to question the correctness of your story.

However, it is hardly fair to your readers to leave them only suspecting the worst, and you owe it to them to let them know when Miss Bontecue was employed by Mr. Justice Black and the nature of the employment. This additional information should be as easily produced by your research department as was the original story.

Sincerely yours,
C. J. DURR,
Commissioner, FCC.

Aug. 17.

(BROADCASTING's editors acknowledge error in reporting that Miss Bonetecou [cq] had been employed by Mr. Justice Black. She was endorsed by the Justice and by his colleague, Mr. Justice Felix Frankfurter, for the position she holds in the Department of Justice. As a self-nominated student of snark-hunting, perhaps Commissioner Durr will be equally helpful in telling BROADCASTING's readers what has happened to Charles Arthur Siepmann, the BBC expert retained for an "internal assignment" by the FCC . . . and to whom Miss Bonetecou acted as an assistant.)

* * *

EDITOR, BROADCASTING:

In this changing world . . . many business men are plagued by restrictions of many kinds, some by governmental red tape, and more by so-called "People's Representatives" in public offices who can always see the faults of his neighbors, but never the faults of himself or the office that he holds. . . .

America is a free country. Our boys have been fighting and dying to preserve that freedom, but while they have been fighting and dying to keep American lives and American enterprise free and untrammeled, there have been others at home, trying with all their might to force censorship and stranglehold regulations on business in general and one business in particular that has done more for the war effort than any other single business in the United States—RADIO.

In the first place, it isn't according to the American code to tell any radio station or newspaper how they should run their business, unless we wish to live under a regime that smacks of Hitlerism—provided of course, the interest of the public generally is not jeopardized. They are a few radio stations who do not do this, but as a whole radio stations do, and glory in their ability to please and satisfy the public.

The public after all, is the truest and greatest and, I might add, the most severe critic that a radio station, a newspaper or the movies have. I don't know about many others, but I do know that our station does operate in the public interest, but that is no reason why it shouldn't be operated for profit the same as any other business.

What chairman or member of

(*Cointinued on page 36*)

You seldom see

a Special Events Director

like

BILL FARREN

When the roving job of Special Events and Publicity Director was opened up by Jack Steck's appointment to Program Director at WFIL, Roger Clipp could have selected anyone of several qualified men to head the department.

But he naturally turned to Bill Farren . . . and for good reasons. For Bill's experience seems to have been tailor-made for the job.

Since 1928 when he started at the first commercial radio station in the country (KDKA), he has been an announcer, sportscaster, newscaster, newsreel commentator and producer. With NBC, Bill broadcast: the first television show from the World's Fair; first visit to the U.S. by the King and Queen of England; official newscasts to Admiral Byrd's expeditions at the North and South Poles; radio addresses by the President of the United States; and many headline news events since he came to WFIL two years ago.

Today when many special events center around military affairs, Bill Farren's education at the U.S. Naval Academy and service with the U.S. Signal Corps gives him an edge over most special events directors.

In fact, you seldom find a Special Events Director as experienced and adept in handling news events so well as Bill Farren. And here at WFIL, special events are a vitally important part of our *Public Service* to the people in the nation's third largest market.

IN PHILADELPHIA

WFIL

MEANS PROGRESS and PUBLIC SERVICE

***Represented Nationally by* THE KATZ AGENCY**

Noble Would Like To Examine Flamm

EDWARD J. NOBLE, chairman of the board of American, filed a motion in state supreme court last Monday seeking to examine Donald Flamm, former owner of WMCA, in connection with the Flamm claim that he was coerced into selling the station in 1941 to Mr. Noble for $850,000.

Motion is one of a series of legal actions since 1943 when Mr. Flamm brought a damage suit for $2,925,000 against Mr. Noble and later Mr. Noble entered a counter-suit for $1,000,000. Mr. Flamm then sought and obtained permission to examine Mr. Noble before trial of his suit. Mr. Noble countered with the motion Monday to force Mr. Flamm to produce his books and records of the earnings of the station prior to the date of the sale.

McKIM Adv., Montreal, has been named to handle advertising of CKNW New Westminster.

Fighting Polio

HELPING to battle the infantile paralysis sweeping Rockford, Ill., WROK has set up a microphone in the lobby of the Hotel Faust, designated as headquarters for emergency work. Station broadcasts appeals for beds, blankets and manpower to combat the disease. Cry for help for a Red Cross sewing project in connection with the epidemic brought 40 volunteers the day after the Jap surrender was announced. WROK has given extensive cooperation to the city health department in its work, especially in spraying the city and suburbs with DDT. Now it is looking for V-P Day—victory over polio.

Dr. Studebaker and Son Applicants for Station

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education, is co-applicant with his son, Lt. Col. John Gordon Studebaker, Army Air Forces, for a local station in San Diego, Cal. Applicant is listed by the FCC as John Gordon Studebaker and John Ward Studebaker, d/b Studebaker Broadcasting Co.

Asked about his connection with the station Dr. Studebaker explained that he is aiding his son financially in going into business. If the station is granted, Dr. Studebaker said, it will be operated by his son and he will not be active in its management. Facility requested is 1230 kc 250 w unlimited hours.

ARTHUR PEARSON, purchasing agent of NBC Chicago, and Geraldine Duyer, purchasing agent for Van Straaten Chemical Co., were married in Chicago Aug. 18.

Letters

(*Continued from page 34*)

any commission is duly qualified to tell a practical station manager what is the best program to air for the public interest in his local community? What radio executive from France, England, or Russia who operate radios under government supervision, is qualified to tell American radio what is best for it?

The average American radio station manager is conscious of his duty to the public, and most certainly isn't going to abuse their confidence and his position in the community as a living, vital force for good. There's nothing wrong with our American radio that the common horse sense of its owners and managers can't handle without the aid of some men in pure politics who would like to see it completely under Government control and supervision, even to telling us if we can insert a commercial in a newscast.

Our President has said that "American Radio Is in Good Hands"; let's leave it there.

N. L. ROYSTER,
Mgr., Station WOLS.

Aug. 6.

Offices Opened

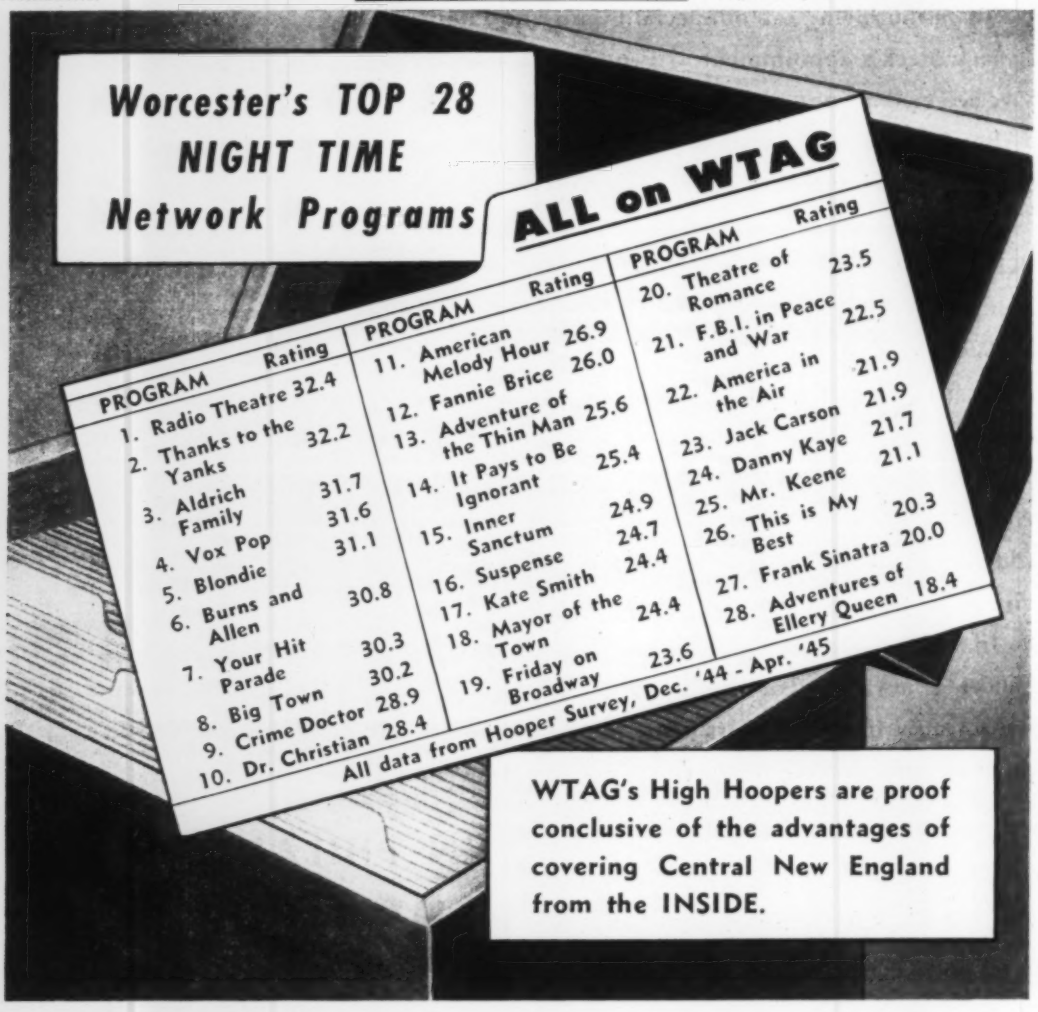
ON-THE-AIR Inc., newly formed radio package firm, specializing also in open-end transcription features, has established offices at 8428 Sunset Blvd., Hollywood. Telephone is Granite 3191. Victor Erwin, formerly associated with NBC, CBS and MBS as musical director and producer, is president, with Major Spencer Feld, vice-president. Recently released from Army Air Force after serving in China, Burma and India war theaters, Major Feld had previously practiced law in California.

Gates Radio Expands

GATES RADIO Co., St. Louis, has added a new factory building to its facilities, allowing for expansion of the engineering and lab departments. Company also has appointed the Specialty Distributing Co., with offices in Atlanta, Chattanooga, Savannah and Macon, to represent both the sales and engineering section of Gates in the southeast. Houston Radio Supply Co., Houston, has been named south-central distributor of all Gates products in Texas, Louisiana and Mississippi.

PW to Continue

PRESS WIRELESS, Inc., New York, plans to continue operation of all its special wartime mobile stations with no expected reduction in its manufacturing schedule, according to A. Warren Norton, president. Company plans to reopen all war-closed circuits as soon as possible and to open new circuits. Present staff of the Press Wireless manufacturing plant at Hicksville will be increased to fill special radio apparatus contracts, Norton said.


Worcester's TOP 28
NIGHT TIME
Network Programs
ALL on WTAG
PROGRAM Rating
1. Radio Theatre 32.4
2. Thanks to the Yanks 32.2
3. Aldrich Family 31.7
4. Vox Pop 31.6
5. Blondie 31.1
6. Burns and Allen 30.8
7. Your Hit Parade 30.3
8. Big Town 30.2
9. Crime Doctor 28.9
10. Dr. Christian 28.4
11. American Melody Hour 26.9
12. Fannie Brice 26.0
13. Adventure of the Thin Man 25.6
14. It Pays to Be Ignorant 25.4
15. Inner Sanctum 24.9
16. Suspense 24.7
17. Kate Smith 24.4
18. Mayor of the Town 24.4
19. Friday on Broadway 23.6
20. Theatre of Romance 23.5
21. F.B.I. in Peace and War 22.5
22. America in the Air 21.9
23. Jack Carson 21.9
24. Danny Kaye 21.7
25. Mr. Keene 21.1
26. This is My Best 20.3
27. Frank Sinatra 20.0
28. Adventures of Ellery Queen 18.4
All data from Hooper Survey, Dec. '44 - Apr. '45
WTAG's High Hoopers are proof conclusive of the advantages of covering Central New England from the INSIDE.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

HITCH YOUR MARKET TO A HABIT!

NAPOLEON BONAPARTE'S well known stance was only one of that great man's strange habits. When deep in thought, he would stir the embers in the fireplace with his foot, often charring his boots in his absent-mindedness. It was also his frequent custom to wipe his pen on his breeches.

If you are more interested in Baltimore as a market than the foibles of Napoleon you should be informed about a local habit. Baltimoreans know that the best in radio entertainment and news is consistently found at "1400 on the dial." It is no wonder then that "listening to WCBM has become a habit in Baltimore!

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

Boys Ball Game

ESQUIRE Magazine, Chicago, will sponsor the annual *Esquire* All-American boys' baseball game 9 p.m. on American, Aug. 28 which will be played on the Polo Grounds. Harry Wismer and Red Barber will broadcast the game. Bat boys at the contest will be Quiz Kids, Joel Kupperman for the western nine and Harve Fischman, for the eastern team. Agency is Schwimmer & Scott, Chicago.

Factory V-J Notices

TWENTY-FOUR war manufacturing plants in the Newark, N. J. area used facilities of WAAT Newark to send special notices to their celebrating employes on V-J day. Firms used WAAT announcements to tell workers about changed schedules, work resumption plans, pay envelope pick-up times, etc. WAAT facilities were offered as a public service for these special announcements by the war plants.

CLOSING $1,505,000 DEAL whereby CBS sold WBT Charlotte, N. C. to Jefferson Standard Life Ins. Co. are (l to r): Dr. Frank Stanton, CBS v-p, gen. mgr.; Major Edney Ridge, mgr., WBIG Greensboro, N. C., representing purchaser; J. M. Bryan, Jefferson v-p and pres. of Southeastern Broadcasting Co., new licensee; Frank K. White, CBS v-p, treas.; Joseph H. Ream, CBS v-p, sec. (now on ETO tour). FCC approved sale.

Transfer of WBT Near Completion

TRANSFER of WBT Charlotte, N. C., 50 kw clear channel station, by CBS to Southeastern Broadcasting Co. for $1,505,000 will be completed within a fortnight or three weeks, it was announced following approval last week by the FCC of the sale.

Mr. Crutchfield

The vote was 3-1, Commissioner C. J. Durr voting for a hearing on the price angle, and Chairman Paul A. Porter not voting. Commissioners Walker and Wills were absent.

Coincident with the FCC action, CBS announced that Charles H. Crutchfield, WBT program director, has been named acting manager effective Sept. 1, succeeding A. D. (Jess) Willard Jr., who becomes executive vice-president of NAB on Oct. 1 [BROADCASTING, Aug. 13].

Southeastern Broadcasting Co., subsidiary of Jefferson Standard Life Ins. Co., plans to retain Mr. Crutchfield and the present WBT staff, according to Maj. Edney Ridge, one of the new owners.

Officers of Southeastern are: President, J. M. Ryan, vice-president of *Jefferson Standard*, principal owner of WBIG; secretary-treasurer, Maj. Ridge, vice-president of WBIG; director and general counsel, Julius C. Smith, Greensboro attorney. Mr. Ryan also is president of WBIG Inc., licensee of the Greensboro station, and 50% owner of WORD Spartanburg, S. C.

Included in the sale are WEHI and WCBE, relay stations. WBT is the dominant station on the 1110 kc channel. Sale was forced under the FCC network regulations which provide that no license shall be granted to a network for any standard station in any locality where existing stations are so few or of such unequal desirability that competition would be restrained by such licensing.

Last week's Commission action ended long negotiations which began shortly after the Supreme Court upheld the network regulations on May 10, 1943. A three-phase transaction had been worked out whereby CBS would have become 45% owner of KFAB Lincoln and WBT and KFAB Broadcasting Co. would have owned 55% of both stations [BROADCASTING, Feb. 7, 1944]. That deal fell through when it became apparent that the Commission would not approve the transfer on the grounds that CBS would hold too much stock.

CBS then received offers from several sources, the *Jefferson Standard* having been reported the highest. Plans are to operate WBT and WBIG as two separate units, according to Maj. Ridge.

Every 60 minutes

... in Philadelphia

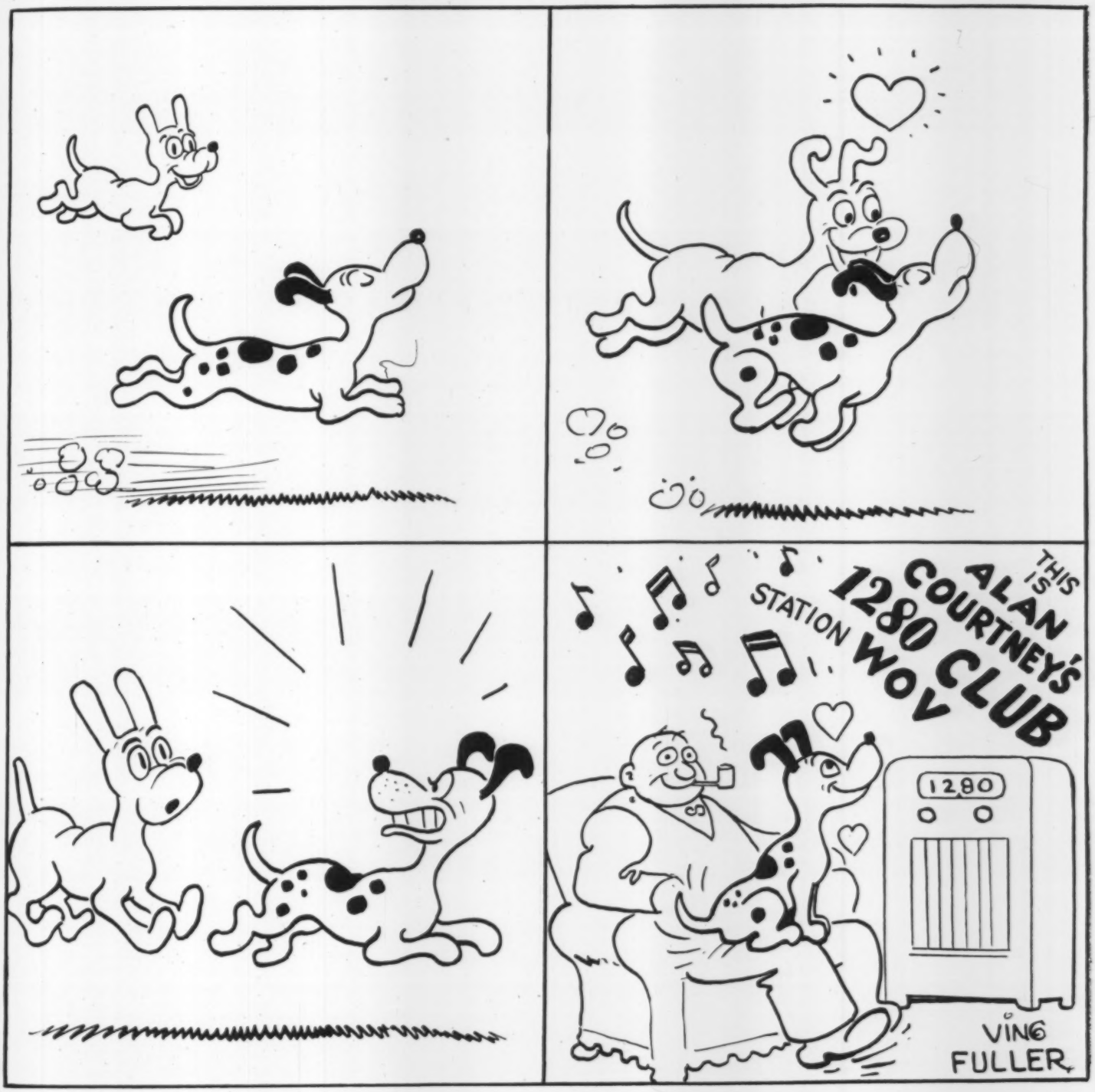
WDAS broadcasts the news every hour on the hour

... and one-minute summaries on the half hour.

That's why most Philadelphians have formed the habit of dialing 1400 regularly.

With *Timing* like this in Philadelphia, it's no wonder that 78 percent of this station's sponsors renew regularly.

WDAS



TOPS IN LISTENER POPULARITY AMONG NEW YORK INDEPENDENT EVENING PROGRAMS . . .

ALAN COURTNEY'S popular "1280 Club" program enjoys the largest metropolitan evening audience listening to any New York independent station between the Hooper hours of 7:30 and 10:00 p.m. Six evenings a week, Monday through Saturday, this fast moving, recorded show augmented by special features, delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

ARE YOU REACHING THE OUTSIDE* AUDIENCE

on the Pacific Coast, too?

THE OUTSIDE MARKET represents approximately half of the retail sales and radio families on the Pacific Coast.

UNLESS DON LEE is the radio network you use on the Pacific Coast, you can't reach the "outside" and the "inside" audience, with combined retail sales of over 8 Billion Dollars.

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee has 39 stations (compared to the 7, 12 and 8 stations respectively of the other three networks), and every one of Don Lee's 39 stations is located squarely within one of these vital mountain-surrounded markets.

"Outside" listening is tops on Don Lee. A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations! (See below.)

As for "inside" market listening: Regular C. E. Hooper reports reveal that all of the shows that switched from any of the other 3 networks to Don Lee during the past year, received higher Hooper ratings within 13 weeks!

Don't forget your interested *outside audience*—buy Don Lee on the Pacific Coast. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station!

Example from Special C. E. Hooper Survey

EUREKA, CALIFORNIA

STATION	SHARE OF AUDIENCE		
	Morning	*Afternoon*	*Evening*
Don Lee Station KIEM	98.2%	98.2%	67.6%
Most popular out-of-town station	0.9%	1.2%	22.0%

Other examples to follow

The Nation's Greatest Regional Network

*

Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

CBS Covers Surrender

SEVEN CBS correspondents are expected to be on the scene in Japan and China to broadcast the final signing of surrender documents. Webley Edwards, Bill Downs and Tim Leimert, now on Guam; and John Adams in Manila, will probably fly to Japan for the formal surrender. Gene Rider will remain with the fleet when it steams into Tokio harbor. Bill Dunn and George Moorad are flying to the Pacific from San Francisco.

NBC Fills Crews Spot

ASSIGNMENTS formerly held by Major Albert Crews, NBC-Chicago production director now on leave of absence to U. S. Armed Forces Institute as radio director for Biarritz, France, have been turned over to Norman Sulton and Bill Lawrence, of the NBC production staff.

Government Reorganization May Alter Present FCC Set-Up

REORGANIZATION of the Government, with more than a possibility that the FCC will be affected, is scheduled to get under way Wednesday (Aug. 29) when a subcommittee of the Senate Judiciary Committee begins executive consideration of the McCarran Reorganization Act of 1945 (S-1120).

For some months there has been considerable agitation on Capitol Hill to abolish the FCC as an independent agency and make it a part of the Commerce Dept. or create a new Dept. of Communications & Transportation, with Cabinet status, taking in the Interstate Commerce Commission and FCC. The Bureau of the Budget has been conducting a quiet survey for President Truman and is expected to submit a reorganization plan when Congress gives the President such powers.

The McCarran Bill, introduced June 7 by Sen. Overton (D-La.) for Sen. McCarran (D-Nev.), authorizes the President to reorganize the executive branch of Government and submit to the Congress his reorganization plan. It shall be effective 60 days after submission unless both Houses pass a concurrent resolution to the contrary.

Companion Measure

Pending in the House is a companion measure (HR-3325) introduced by Rep. Manasco (D-Ala.). That Bill would exempt the FCC and 20 other agencies and commissions from the reorganization [BROADCASTING, June 4].

In some quarters of Congress it is felt that with broadcasting and communications entering a new era of expansion, the FCC should be abolished and its functions directed by the Federal Communications Administrator [CLOSED CIRCUIT, Aug. 13]. The Commission then would be attached to the Dept. of Commerce.

Other quarters feel that with the war over and expansion ready to begin, the FCC should be given additional appropriations, permitted to enlarge its staff and continue to function as an independent agency.

A general wave of economy is sweeping Congress, however, and the Administration has adopted a policy of better Government at less cost. With election coming up next year, the House is looking for campaign issues. Lower taxes loom as the biggest. Prior to the Jap surrender, the issue centered around the men in foxholes and appropriations went through.

Now, it is understood a majority of Congressmen are coming back Sept. 5, with demands of constituents back home for tax reductions ringing in their ears. Since the FCC has been the target of considerable budget slashing in Congress the last few years, those Congressmen are reported ready to start wielding the economic pruning shears, with the Commission a likely target.

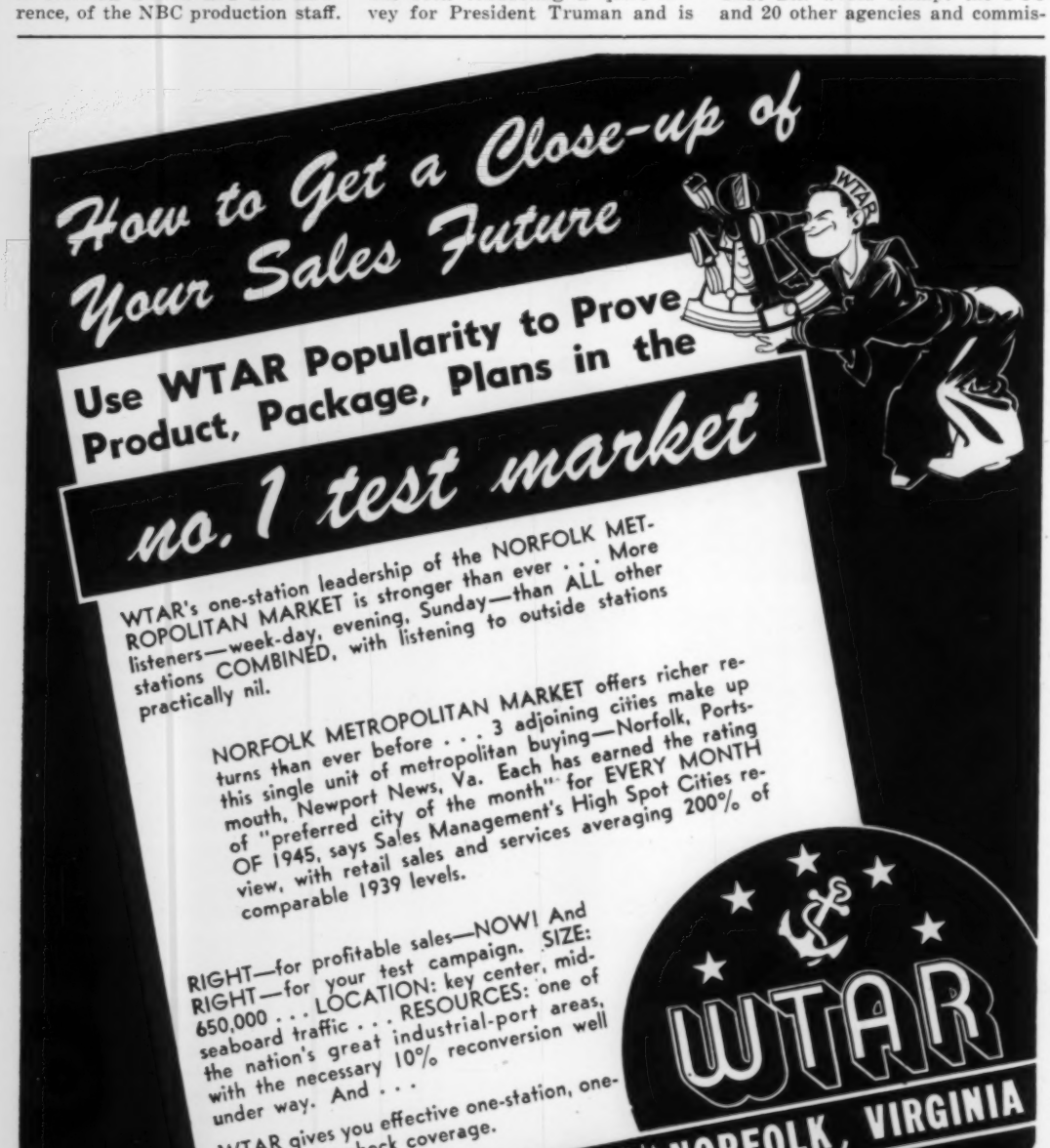
It is known that FCC Chairman Paul A. Porter is eager to reorganize the Commission on a peacetime basis. With the war now over, the Commission is expected to abolish some of its emergency functions, such as the Foreign Broadcast Intelligence Service and curtail activities of the Radio Intelligence Division.

It was pointed out that personnel in the two divisions could be diverted to peacetime work, although many of them are not fitted in training to process applications. In such cases the Commission is expected to make replacements.

Whether the FCC will seek additional funds from Congress to enlarge its staff for processing the flood of applications expected by Oct. 7 could not be learned. Chairman Porter said he hoped to have a reorganization plan completed in the next few weeks, however.

Record Newscast

THE 350th consecutive broadcast of a 15-minute newscast sponsored by Fowler Bros. Furniture Store on WNOX Knoxville was celebrated in the store window with the mayor, city manager, store and Westinghouse officials present. The show is believed to set a record for consecutive broadcasts of a news period under the same sponsorship.


How to Get a Close-up of Your Sales Future
Use WTAR Popularity to Prove Product, Package, Plans in the
no. 1 test market
WTAR's one-station leadership of the NORFOLK METROPOLITAN MARKET is stronger than ever . . . More listeners—week-day, evening, Sunday—than ALL other stations COMBINED, with listening to outside stations practically nil.
NORFOLK METROPOLITAN MARKET offers richer returns than ever before . . . 3 adjoining cities make up this single unit of metropolitan buying—Norfolk, Portsmouth, Newport News, Va. Each has earned the rating of "preferred city of the month" for EVERY MONTH OF 1945, says Sales Management's High Spot Cities review, with retail sales and services averaging 200% of comparable 1939 levels.
RIGHT—for profitable sales—NOW! And RIGHT—for your test campaign. SIZE: 650,000 . . . LOCATION: key center, mid-seaboard traffic . . . RESOURCES: one of the nation's great industrial-port areas, with the necessary 10% reconversion well under way. And . . .
WTAR gives you effective one-station, one-cost, easy-to-check coverage.
WTAR
NBC NETWORK 5000 Watts Day and Night
National Representatives: Edward Petry & Co.
NORFOLK, VIRGINIA

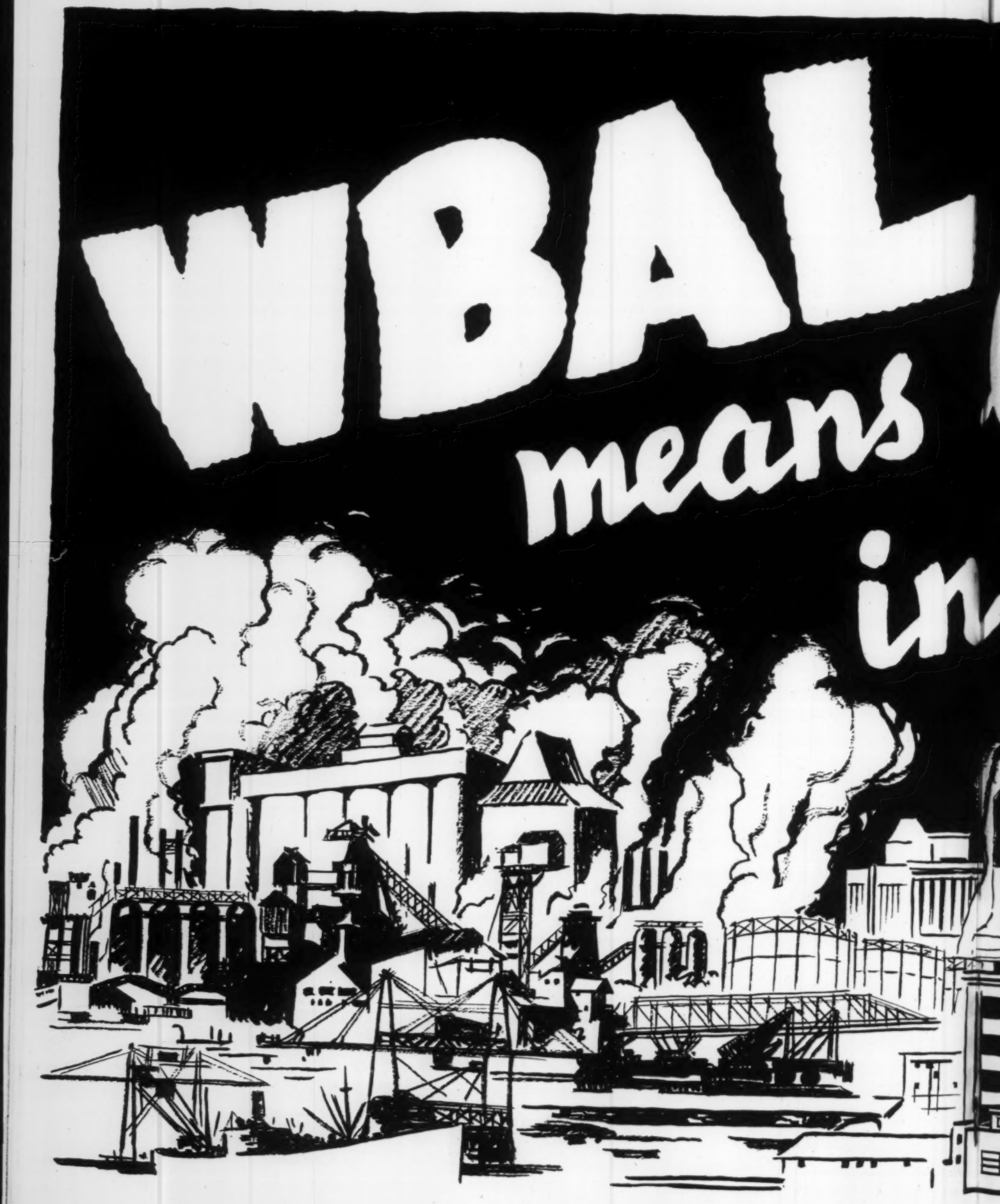
Held up for your inspection are two negatives taken from different cross sections of the same piece of honey comb. Note the perfect series of hexagons that makes up each section. Bees with an age-old instinct invariably build their cells with mathematical exactness. In fact, a French scientist once recommended that the width of a bee cell be adopted as the basic unit of measurement all over the world!

Bees all know just how far to go to create a perfect cell and it takes thousands of them working in unison to do it efficiently. Likewise the *Beeline*, working on the group principle, goes just far enough to represent one of the most efficient coverage units in radio broadcasting. The *Beeline* with its 41 primary counties is the only combination of stations that can cover properly the Central California Valleys plus Western Nevada.

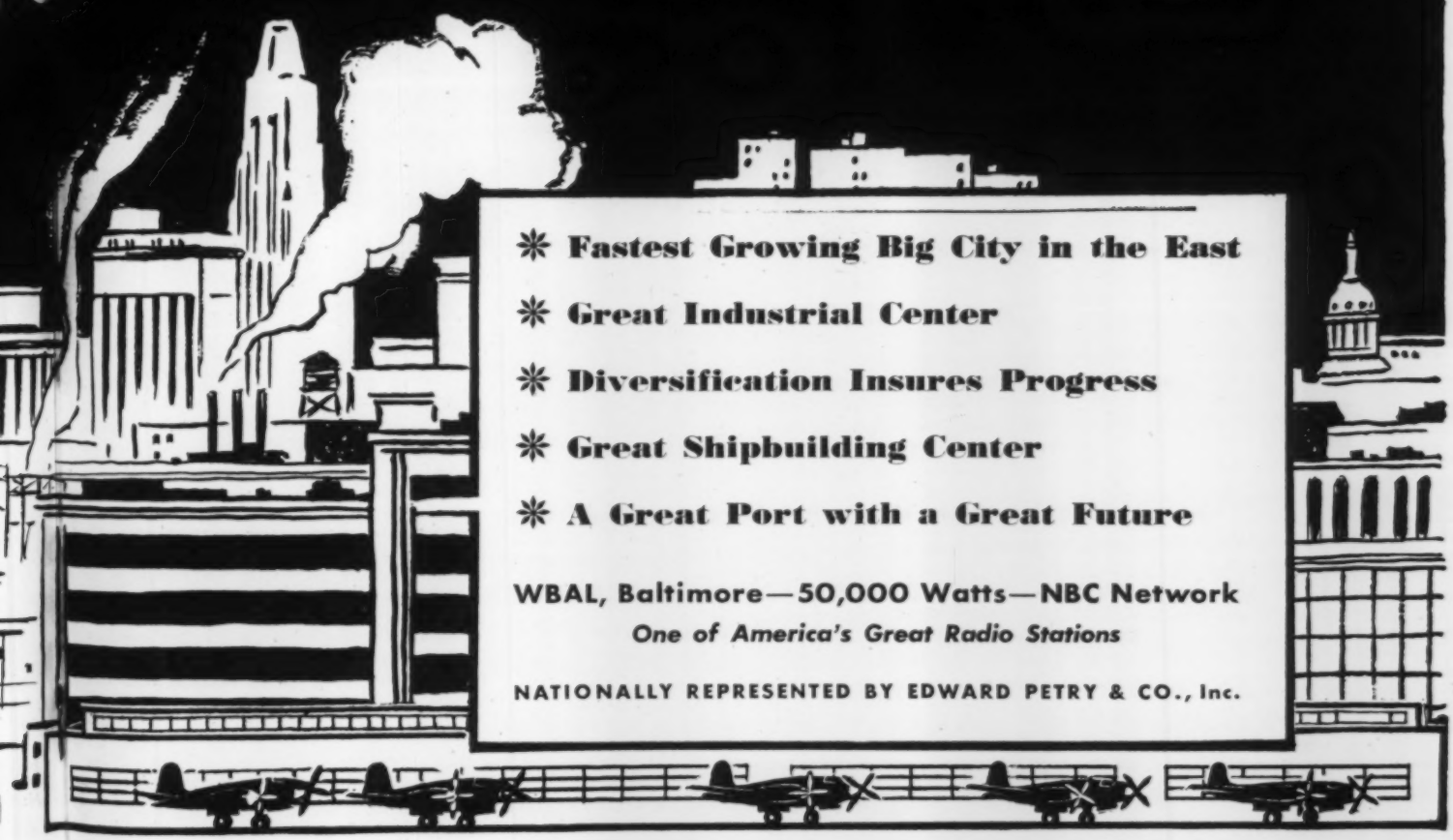
WHAT THE *Beeline* IS . . . Not a regional network but a group of long established key stations, each the favorite in its community . . . combined for national spot business. See the McClatchy *Beeline* rate listing *first under California* in Standard Rate and Data.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO.
National Representative


WBAL
means
in

business in Baltimore*



* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future

WBAL, Baltimore—50,000 Watts—NBC Network

One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

XUM

Letter to RMA

IT LOOKS FROM here as though FCC Chairman Paul A. Porter should get a new writer. Certainly he, of the apt phrase, did not write that letter to R. C. Cosgrove, president of the Radio Manufacturers' Assn. (See story, this issue.)

The letter carried the Chairman's signature and was written "by direction of the Commission". It informed Mr. Cosgrove that if manufacturers make two-band FM receivers, the Commission "might very well take the position that it was necessary to put an end immediately to all FM transmissions on the old band."

The Commission has allocated FM in the 88-108 mc band. It has provided that present transmitters operating on the 42-50 mc band can continue to do so for an interim period, following which this bracket will be filled by other services.

The FCC is anxious to see all FM in the higher frequencies as soon as possible. Judging from the letter to Mr. Cosgrove, its anxiety extends to doing the job even *sooner* than possible.

There are now about 395,000 FM lower-band sets in use. Many manufacturers, anticipating a delay in conversion of the art to the higher band, want to make two-band receivers which will permit owners to hear FM on either band. The FCC's logic in noting that it can make obsolete lower-band receivers by permitting no conversion period and immediately allocating 42-50 mc to services other than FM is inescapable. But its good judgment in using such an obvious threat to bring manufacturers to its bosom is, to say the least, questionable.

There has been much debate about the extent of the Commission's power over broadcast licensees. The Commission has no power to control receiver manufacturers, however, and any attempt to do so, directly or indirectly, must be challenged.

It appears likely that FM will move into its permanent home in the higher frequencies by Jan. 1, 1946. To this extent, perhaps the FCC was giving manufacturers sound advice, but the manner of its giving will draw protest.

We hope that Mr. Cosgrove, in his wisdom, will inform Mr. Porter that the members of his Association will make six-band receivers, if such is their whim.

The FCC has indicated a desire to allocate in the interest of the public. It is not in the interest of the public, nor do we see it as in the interest of FM's advancement, to tell present set owners, in effect: "Forthwith you can use your FM receivers for cocktail tables, bookends or any other convenient household devices your ingenuity can contrive—but not to listen to programs."

Our regard for Mr. Porter's astuteness is too great to permit any other conclusion than that he will see the error in his letter to the RMA and repent.

Turn of a Trend

RADIO's circulation is about to enter a new trend—an upward trend. After three years in which the sets-in-use total has dropped from 59,300,000 to 55,000,000, a sharp swing in the other direction will occur when new receiving sets enter the market.

There will be millions of new sets before Christmas, possibly four million, according to WPB. Thus in four months the wartime loss in sets-in-use, through obsolescence, will be overcome. Then will come new records, continuing the upward movement that started with 400,000 sets in 1922.

Many of the autumn models will closely resemble the last ones produced in 1942. As manufacturers get organized, they will come out with new receivers reflecting advances in the fast-moving radio art, including FM and television. Quality will become more important as the slack is taken up.

Critical factor in the life of any advertising medium is its circulation. American radio soon will have no worries about sets-in-use. It now becomes a matter of keeping them in constant use through constant effort toward better programming.

Agency Recognition

THE SALES MANAGER'S EXECUTIVE COMMITTEE of the NAB will meet in New York Sept. 11-12 to hear the report of a subcommittee which has been studying a plan for forming an agency recognizing body.

Harold A. Soderlund, Omaha Sales Manager, KFAB Lincoln-Omaha, wrote a provocative piece about the subject for this journal [BROADCASTING, June 18].

The need for a group which will undertake to establish the authenticity and reliability of advertising agencies doing business with radio is obvious. It might even be acute, in view of the wartime emergence of many so-called "agencies" which, in truth, are composed of a personnel of one.

Broadcasting stations have in the past been required to undertake their own investigations of agencies in efforts to establish their reliability. This has resulted in wasteful duplication.

Mr. Soderlund has proposed that an entity established for conducting required investigations be charged with reporting facts alone, making no recommendations. Station managers, from the facts, can draw their own conclusions. This is the procedure followed by a similar organization operating in Canada.

Mr. Soderlund, as a member of the subcommittee of the Sales Managers Executive Committee which is studying the problem, is hopeful that an agency recognizing body can be an integral part of the NAB. We incline to the view that the NAB should take the lead in establishing the organization, but we believe it should end there. The work to be done by an agency recognizing body is of such critical nature that it should not be exposed to charges, however groundless, that its findings are "influenced".

At all events, we hope the sub-committee, of which Stanton P. Kettler, general manager of WMMN Fairmont, is chairman, comes up with a workable plan that can win the support of the sales managers and, subsequently, the NAB Board.

Our Respects To —

ROBERT DWIGHT SWEZEY

NEWEST to radio among the executives whom Edgar Kobak has gathered around him at Mutual is the 38-year-old vice-president and general manager, Robert Dwight Swezey. He is now on an ETO inspection tour with other top radio executives.

Bob is apparently one of those souls who felt some ethereal call towards the "arts", if motion pictures, publishing or radio may be so classed, or at least away from the more mundane types of business.

He attended Harvard, studied law and passed the Massachusetts Bar exams in 1932. But as a lawyer he found himself at a loss among Boston's nabobs. At first going out on his own hook, he took desk space with an established firm and hung out a shingle. Desiring experience and clients being infrequent, he offered his services to the Legal Aid Society. When the firm found their waiting room cluttered with a clientele they thought undesirable, they politely hinted. Bob recognized the hints only when he ran out of funds.

He then tried a salaried position on the staff of another Boston firm. After some best-forgotten skirmishes he decided to leave. When the owners heard of his "unlawful" intentions they doubled his salary and declared "no one ever leaves this firm". Bob left.

Coming to New York with $100 in one of the worst depression years, Bob set his course toward motion pictures, publishing or radio, with the latter as first choice. After a weekend diet of fresh bread, donated by a fellow lawyer who was counsel for a baking company, he took a job in the Chemical Bank & Trust Co.

The spectacle of a white-haired old codger who had done nothing but clip coupons for 60 years drove Bob to hop a plane for Washington where he applied for a job with the Federal Home Loan Bank. Before that came through, however, one of Chemical's vice-president's heard about this "heresy" and Bob had to leave.

Bob spent from 1934 to 1939 with a few government departments and while in Washington took some university courses in radio writing and radio law. He wrote a paper on freedom of speech on the air and sent it to NBC's legal department, which was so impressed it turned the document over to RCA's legal minds. Shortly afterward, in the summer of 1939, he was invited to join NBC.

At the request of Mark Woods, Bob left NBC to join the newly formed Blue Network in 1942. For weeks he worked until after midnight. Contracts with talent unions, setting up the Blue's corporate structure and the million

(*Continued on page 48*)

THESE
20
W S M
YEARS

A GOOD OLD FRIEND

It is no simple thing to achieve the status of Best Friend. But it is the simple, fundamental virtues which lead to that status. Sincerity must be evident, and must prove itself, before any man accepts another without question. It is the same with a radio broadcasting station. And the status of Best Friend enjoyed by WSM stems from exactly such roots, but is particularly remarkable because the five million folks in our listening area are noted for their caution in yielding confidence to anyone.

WSM
NASHVILLE

THE STATION WHOSE **SPONSORSHIP** IS DOUBLY VALUABLE TO THE SPONSOR WHO IS **STRANGER** TO OUR AREA

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

XUM

SLIP THIS OVER ON YOUR COMPETITORS!

- EXTRA BUSINESS
- EXTRA RESULTS
- EXTRA PROGRESS

AND ALL BECAUSE OF TIME BOUGHT ON

WJHP

A JOHN H. PERRY ASSOCIATE

1320 ON YOUR DIAL

A MUTUAL BROADCASTING SYSTEM AFFILIATE

Respects

(Continued from page 46)

new organizational details kept him busy. Frequent complications caused by American's two ace commentators, Walter Winchell and Drew Pearson, kept Bob on his legal toes. When he resigned to take his present job at Mutual he was secretary and counsel on legal affairs at American.

Bob's duties as general manager at Mutual are flexible and are concerned with much more than the legal affairs which occupied his time at American. The scope of his acitivity is now increased to general administrative tasks.

His interest in people enlivened by his early law experience, Bob's office is flooded by a constant stream of visitors. He is one of the most accessible executives and may be seen by his employes.

Bob was born in Somerville, Mass., Sept. 27, 1906. His father, Arthur Dwight Swezey, a native New Yorker, was a wholesale produce and fruit merchant in Boston with a market in historic Faneuil Hall. His mother was Elizabeth Thompson, a Canadian. Bob's paternal ancestors were seafaring men and both his grandfather and great grandfather, master of their own ships, were lost in the China Sea.

In April 1938, Bob was married to Helen Brereton, daughter of Capt. William Brereton, USN, and niece of Lt. Gen. Lewis Brereton, AAF.

The Swezeys have three children, Robert, 5; Maria, 2½ and Bill, 8 months. Their social life right now is a family affair. Bob has little time left after the demands of his job, for when he went to Mutual he decided to devote a solid year to affairs of that network at the expense of his personal life.

Wife Dampens Fans

JERRY MARSHALL, WNEW staff announcer, almost had himself a fan club the other day. But then the young woman who wanted to start the "Marshall Admiration Society" found out that Jerry's married now. She's taking it up with the committee and says she'll let him know what they decide.

New Building

STROMBERG - CARLSON Co., Rochester, one of nation's ten producers of radar equipment during the war and now engaged in production of peacetime products including radios and telephones, has begun construction of a new $300,000 building alongside its main plant. New building will be used for manufacture of chassis for radio and television sets.

JOLIFFE PREDICTS NATIONWIDE RELAYS

RADIO relay stations, replacing wire communications throughout the country and carrying telephone and telegraph messages, broadcast programs, facsimile and television simultaneously, were envisaged last week by Dr. C. B. Jolliffe, vice-president in charge of RCA Labs., in a speech at the Naval Air Technical Training Center, Corpus Christi, Tex.

"It is not fantastic," he stated, "to imagine long telephone and telegraph lines being replaced by lines of towers spaced 25 to 40 miles apart each equipped with small automatic radio transmitters and receivers" and using highly directive beams. Maintenance problems would be reduced to a minimum, he explained.

Radar, citizens' radio, electronic heating and aviation radio are other fields of communications that will become of increasing importance, Dr. Jolliffe pointed out, and their normal progress has been speeded up by wartime research. "Each of these new applications of radio," he said, "can create a new industry which will affect other industries. Engineering developments and planning must be speeded up so that trained men who come out of the armed services are not unemployed or their skills lost because it becomes necessary for them to take employment in other industries."

Dr. Jolliffe sees "television as a possible five or ten billion dollar enterprise, employing thousands of men and women, directly and indirectly."

Urges Band Changes

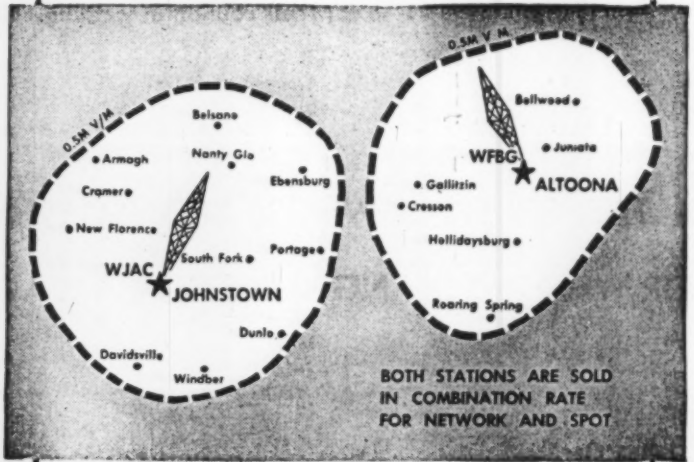
RESTRICTION of the broadcast band (540-1600 kc) to 106 clear-channel stations using vastly more power than the present 50 kw maximum is advocated by M. L. Levy, chief engineer, special products division, Emerson Radio & Phonograph Corp., New York. All other stations would operate on the 88-106 mc FM band, with local and regional stations enjoying wider coverage and better signals than at present.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

SALES ARE CLIMBING IN MONTANA

CARRYING ALL CBS MAJOR PROGRAMS

KGVO

MISSOULA - MONTANA

this is a Farmhouse

It is one of many in the heart of North Dakota's "Bread Basket". This particular house is near Jamestown, where most of the people make their comfortable livings by farming: 87 percent of *all* the people in North Dakota live from the land.

Spring wheat, winter rye and blue flax are raised on this profitable farm. The North Dakota land, fertile and productive, yields such bountiful crops that in one average year, farmers who live in the 29 counties surrounding Jamestown, had $181,241,000 to spend on food, clothes, furniture, radios, automobiles, lumber and drugs.

So, this North Dakota farmhouse puts plenty of money in people's pockets. People with money in their pockets are able to buy things. And radio is one of the most effective ways to sell things—in Jamestown, as everywhere else.

To be specific, the regular-listening area of KSJB Jamestown, is made up of 29 counties. Of the 79,168 families who live within this 29-county coverage, 71,092 have radios.*

**1940 U.S. Census, projected by NAB Research Bureau*

KSJB CBS
JAMESTOWN, NORTH DAKOTA

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.
New York, New York, Empire State Building, Lexington 2-6892 • Chicago, Illinois, 360 North Michigan Avenue, State 0361 • St. Paul, Minnesota, E 622 First National Bank Building, Cedar 8579

WINN

LOUISVILLE
Home of the
Kentucky Derby

AMERICAN
WINN
BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

MANAGEMENT

JACK VAN VOLKENBURG, manager of WBBM Chicago, and **EVERETT HOLLES**, station's news editor, have cancelled their trip to the Pacific theater.

PAUL L. DODD, personnel director and controller of KFAB Lincoln, Neb., since 1935, is new assistant manager of KFMB San Diego, Cal.

WARREN P. WILLIAMSON Jr., president of WKBN Youngstown, O., is father of a boy born August 14 at 7:20 p.m. right after V-J announcement.

FRED SMITH, American vice-president in charge of promotion and advertising, is father of a boy born Aug. 19.

LT. W. W. BEHRMAN USNR, former manager of WBOW Terre Haute, Ind., has returned from the South Pacific. He is with his family in Indianapolis awaiting new assignment.

SIDNEY J. FLAMM, managing director of WPAT Paterson, N. J., has been appointed chairman of publicity committee for Paterson Community Chest drive.

R. H. THOMSON, owner of Northern Broadcasting & Pub. Co., Timmins, Ont., and operator of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, is expected back in Canada about Sept. 1, from a tour of western Europe and Great Britain.

ON VACATION: DONALD W. THORNBURGH, CBS Pacific Coast vice-president, until Sept. 3 at Lake Tahoe, Cal.

Signs MBS Spot

G. N. COUGHLAN Co., West Orange, N. J., will sponsor Fulton Lewis jr. in a new Sunday series on Mutual, 6:45-7 p.m. for Chimney Sweep soot destroyer. Roche, Williams & Cleary, New York, is agency.

Three Dimensional Lens Method Works on Video

"OPTICAL BALANCE", a method for increasing the depth of focus of any camera lens, whether still or motion picture or television camera, developed by Stephen E. Garusto, was demonstrated last week in New York through motion pictures which had a sharp three-dimensional effect and which were not distorted even when viewed from a position nearly at right angles to the screen.

I. H. Simmons, New York representative of the inventor, said that the three-dimensional effect is gained through a "supplement" to the camera lens which will work just as well for live telecasts, either studio or outside pickups, as for film programs. He declined to describe the process in detail until Mr. Garutso's applications for patents have been granted. Mr. Simmons said that representatives of a number of video broadcasting companies had seen the demonstration and that actual studio tests were being arranged.

Reference Handbook

A HANDBOOK designed for agencies and advertisers who have need of a quick reference source on Pacific Coast radio and market facts has been compiled by the Don Lee Broadcasting System. Data on competive networks is listed.

COMMERCIAL

EDWIN VON ARX, released from the Army after four years overseas, **DON JAY WILDERS**, and **L. LEROY MAY** are new additions to the sales department of KXOK St. Louis.

WILT GUNZENDORFER, who resigned as manager of KSFO San Francisco early this month has been appointed advertising director of **KROW** Oakland. In addition to directing the commercial activities of the station, Gunzendorfer will assume responsibilities as executive assistant to Philip G. Lasky, vice-president of KROW. For six years prior to joining KSFO in 1943 Gunzendorfer was manager of KSRO Santa Rosa and for seven years before assuming the KSRO post he was with the Don Lee Broadcasting System.

Mr. Gunzendorfer

A. C. DOWDEN, former announcer of KARK Little Rock, Ark., has shifted to station's commercial staff as salesman.

ROBERT C. WOOD, formerly with the Chicago office of WOR New York, has been released from the Army and has joined the sales staff of WOR in New York. He temporarily will handle accounts of **JOHN NELL**, on leave. **JOHN FENSTER** is in charge of retail and department store advertising; **RICHARD CONNELL** is account executive for amusement sales. **JOHN SAUER** has joined WOR sales staff to handle sales service.

Quaker Tour

CAST of *Ladies Be Seated*, sponsored by Quaker Oats Co., Chicago, leaves New York Sept. 1 for a one-week tour of the middlewest. Broadcasts will originate from Yankton, S. D., Sioux City, St. Joseph, Mo., and Kansas City. Included in the party headed by m.c. Jimmy Olsen will be Aunt Jemima, Walter Herlihy, announcer; George Brengel, ABC representative, and Eugene L. Bresson, vice-president and radio director of Sherman K. Ellis Co., agency handling the account.

New Radio Firm

NATIONAL Radio Clearing House has been formed as a radio consulting, research and buying organization by Stanley Young, editor and publisher of Radio Newsletter, 485 Fifth Ave., New York.

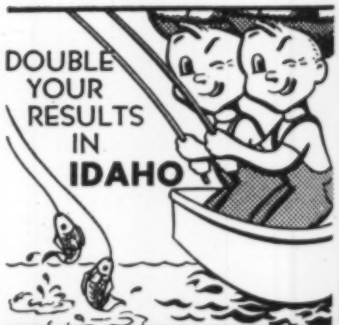
IT'S WFPG 10 TO 1!

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!
Atlantic City is the mecca of millions ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on
THE FRIENDLY GROUP, Write
SPOT SALES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

*Consumer Research and Survey Poll
Station WFPG 90%
Station "A" 9%
Outside Stations 1%

WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.
THE FRIENDLY GROUP



KTFI
TWIN FALLS · IDAHO

HOT NEWS ABOUT STORE SALES IN INDIANA!

• Sales of independent retailers in Indiana were 10 per cent higher in June 1945, than in June 1944. Department store sales were up 21 per cent in the same period.

So says the Director of the Census, and he should know!

Yes, business is at the all-time peak in Indiana—and in the face of substantial cut-backs in military employment.

WIBC makes its programs available to more people than any other Indianapolis station. With the lowest frequency (1070 Kilocycles) of any station in the Hoosier capital, on a clear channel, the WIBC signal carries farther, with greater clarity.

The way to reach the most people in this rich industrial and agricultural area, and at the lowest cost, is to specify WIBC for your Indianapolis station.

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Owned and Operated by the Indianapolis News

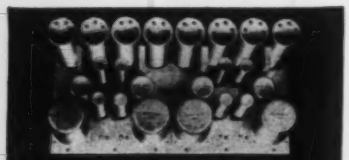
WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

For Your Audio Control Needs

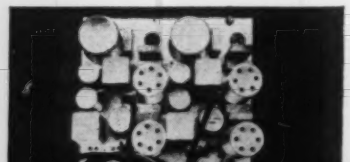
Western Electric 129, 130, and 131 amplifiers are doing an outstanding job in many broadcasting studios, as component parts of the 25 type speech input equipment. These famous amplifiers are available separately for those who wish to assemble their own audio facilities. All three amplifiers have a range of 30 to 15,000 cycles—they're all

OK for FM



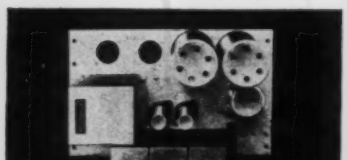
129A Amplifier

This pre-mixing amplifier mounts four identical two-stage amplifiers on a single compact chassis, providing four separate channels to prepare input from microphones or reproducers for entry into a mixing network.



130A Amplifier

Two identical three-stage main amplifier units are assembled on a common chassis, allowing two separate programs to be fed through the same production unit simultaneously. One channel may be used as a standby in an alternative arrangement.



131A Amplifier

A compact single unit monitor amplifier providing the control booth operator with a means of talk-back and program cuing. Serves two studio loudspeakers, a booth speaker, and line cue feeding circuits from its output network.

Western Electric

Western Electric — Distributed by Graybar

Hold all your War Bonds!

PRODUCTION

LOUIS W. KAISER, night supervisor of WFBL Syracuse and former manager of WOLF Syracuse before entering the Army in 1942, has been named head of the radio services for the College of Agriculture and Home Economics at Cornell U.

GEORGE CRAWFORD, chief announcer of WINX Washington, is father of a girl born Aug. 16.

MEL KAMPE, 8½ years with WIL St. Louis, resigned as program director Aug. 16.

MICHAEL WAYNE, formerly with WOL Washington, and **TOM CRAIG**, formerly with WHIO Dayton, have joined the announcing staff of WKRC Cincinnati.

CYRIL JAY, formerly with WNBF Binghampton, has joined the announcing staff of WNYC New York, replacing **HOWARD REED** who has joined the service.

ROBERT D. WILLIAMS, program director of KUSD Vermillion, S. D., U. of South Dakota station, is winner of the dramatic program contest conducted in the NBC-Northwestern U. Summer Institute. His script, "Profit of Disaster", was broadcast on NBC last Saturday afternoon.

DAN WEBSTER, formerly of WMOB Mobile, Ala., to announcing staff of WWL New Orleans, replacing **TED HARDEN**, to KALL Salt Lake City.

OLIVER DANIEL, producer of weekly Boston Symphony Orchestra concerts for American since December, has been appointed supervisor of classical music for American.

HOMER WELCH, program director of KGW Portland, Ore., has been designated a "Citizen of the Week" in honor of his War Bond activities and a placard with his picture and biography-brief was displayed in Portland buses and streetcars.

TED COLBY, ex-serviceman and formerly with KDON Monterey, Cal., is new program director of KOH Reno, Nev.

FREDDY PELLY has joined announcing staff of WWNC Asheville, N. C. He formerly was with WHIS Bluefield, W. Va.

LEE EDWARDS, announcer, to WOWO Fort Wayne, Ind., from WKY Oklahoma City.

DON PHILLIPS, from WMCA New York and KMOX St. Louis, to KXOK St. Louis as announcer. **DON NORMAN**, former B-24 bombardier and announcer with WTAD Quincy, Ill., also joins KXOK.

BILL RUTLEDGE, former chief announcer of KBTM Jonesboro, Ark., to KARK Little Rock, Ark., announcing staff. **ELIZABETH ANN GUNN** joins KARK continuity staff.

JOHN ALLEN, formerly with KTHT Houston, Tex., has joined announcing staff of WFAA-KGKO Dallas-Ft. Worth.

DORWIN BAIRD, producer of CJOR Vancouver, is father of a girl.

FLETCHER MARKLE, released from the RCAF public relations staff for radio, and a producer of CBC, Toronto, has been awarded one of five literary fellowships for $1,500 by 20th Century-Fox Films, New York. He was only Canadian to win award.

ERNIE COURTNEY, former announcer of CKGB Timmins and CFCH North Bay, has returned from overseas after being a prisoner of war in Germany. He was captured two days after D-Day. On discharge from the Canadian Army about Sept. 15 he is to return to Northern Broadcasting & Pub. Co.

JIM KIRKPATRICK has been appointed program director of CJKL Kirkland Lake, Ont. He formerly was with CKWS Kingston, Ont.

RON GRANT, formerly of CFRB Toronto, has joined announcing staff of CKWS Kingston, Ont.

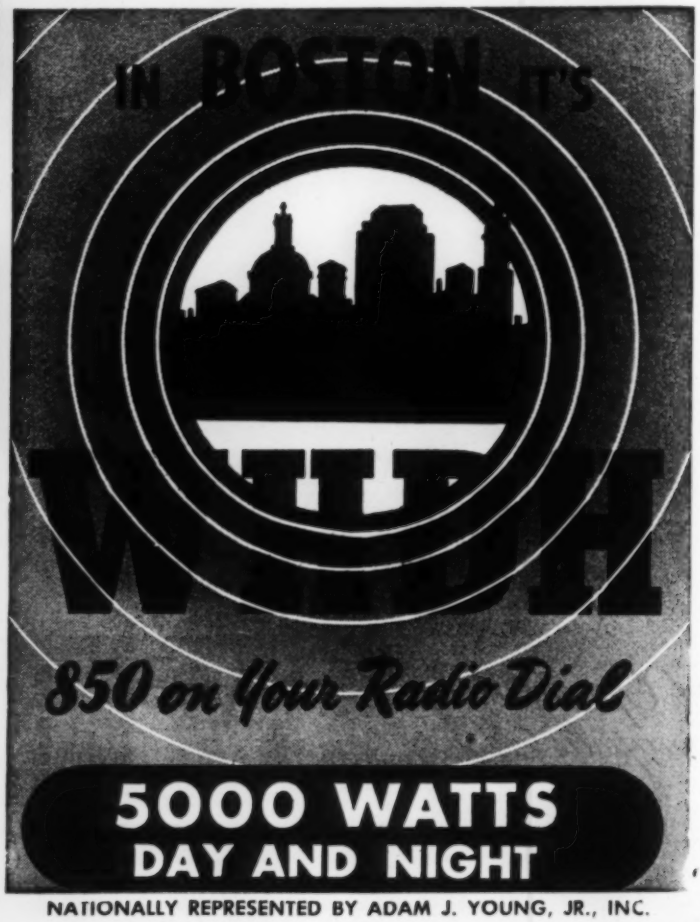
GEORGE D. SNELL, former program director of KIDO Boise, Ida., and prior to that production manager of KDYL Salt Lake City, has joined production staff of KGO San Francisco.

WILLIAM E. SHEA has resigned as producer of KPO-NBC San Francisco to freelance as Hollywood network writer.

DOROTHY WAGSTAFF, formerly of continuity department of KDYL Salt Lake City, has joined continuity staff of KGO San Francisco.

HARRY O'DONNELL has joined announcing staff of CKGB Timmins, Ont., after release from Canadian Army. He was formerly with CKY and CKRC Winnipeg and CBM Montreal.

ED BOUSER has joined announcing staff of CFCH North Bay, Ont., following posts at CKCW Moncton and CKOC Hamilton. He was released from RCAF a year ago.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

NEWS

JAMES R. (Dick) BRITE, former news editor of WIOD Miami, has joined American network's newsroom writing staff. Previously, Brite served in newsroom of WLW Cincinnati.

FRANK KORCH, formerly of WBBM Chicago, shifts to WGN Chicago newsroom.

JOHN MELVILLE, former newscaster of WRAL Raleigh, N. C., who has joined newly formed Lee Broadcasting Co., Richmond, Va., has been ordered by his doctor to take a six month vacation. He is now in Rex Hospital, Raleigh.

KNOX MANNING, CBS Hollywood commentator, has been signed for radio announcer's role in Samuel Goldwyn film, "The Kid from Brooklyn".

WARFORD JOHNSON, newscaster of KQW San Francisco, has been assigned CBS foreign correspondent.

NBC is concentrating its Pacific correspondents to cover the final phases of the Japanese surrender and occupation. Group is headed by **MERRILL MUELLER** and includes **JOE HAINLINE**, **GEORGE THOMAS FOLSTER**, **GEORGE McWILLIAMS**, **GUTHRIE JANSSEN** and **ROBERT SHAPLAN**. On the Asiatic mainland will be **ROSS McCONNELL**, **HOWARD PYLE**, **RAY CLARK** and **JACK SHELLEY**.

INDUSTRIALIST Henry J. Kaiser will take over commentator Drew Pearson's program Sunday, Sept. 2, 7-7:15 p.m. over WJZ New York and on American stations, while the latter is on vacation. Secretary of the Interior Harold Ickes spoke on program Aug. 26. Program is sponsored by Serutan, Jersey City. Agency is Raymond Spector Co., New York.

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT* PROGRAMS DAILY!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN Broadcasting Co.
FREE & PETERS Natl. Reps.

What

HAVE YOU TO SELL TO A HALF MILLION FARMERS?

This great Southern farm audience is at your fingertips . . . with "Daybreak in the Barnyard," WLAC's 5 A.M. to 6 A.M. show, now available in quarter-hour units at 20% of Class "A" rate.

Coverage? Mail count shows consistent, Southwide listening: Tennessee, 13%; Arkansas, 8%; Texas, 6%; Louisiana, 13%; Mississippi, 15%; Alabama, 9%; Georgia, 12%; Florida, 3%; South Carolina, 5%; North Carolina, 4%; Kentucky, 4%.

This is one of WLAC's famous early-morning programs that's noted for sales punch. A part of "Daybreak"—coupled with other morning shows, pulled 25,370 $1.00 Vitamin orders in the 26 weeks between October 1944 and April 1945; and, this was the account's fourth 26 week cycle!

Write or wire for details.

"GATEWAY TO THE RICH TENNESSEE VALLEY"

Represented by the Paul H. Raymer Co.

WLAC
NASHVILLE

50,000 WATTS

If You Want to Reach Another 550,000 Ears

Use

KPRO

Covering the rich "Valley of Paradise" surrounded by mountains that makes reception of most of the outside stations unsatisfactory—

• • • • •

KPRO Best Buys

Ethel and Albert
A hilarious comedy strip—Monday through Friday.

Charlie Chan
Famous Oriental detective in a smash radio hit.

Raymond Swing
World famous news analyst direct from Washington.

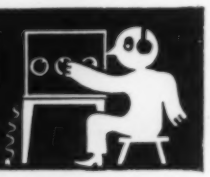
• • • • •

Those Who Know Use

KPRO

1000 Watts
American Broadcasting Co.
Studios in Riverside and San Bernardino, California

TECHNICAL



HARRY LYON, chief engineer of WOL Washington, has been named consulting engineer, working with **COMDR. T. A. M. CRAVEN**, Cowles vice-president in charge of technical operations. New chief engineer is **HAROLD REED. TED BELOTE** becomes head of studio operations.

LYMAN SMITH, former recording division manager of KMTR Hollywood, joins KFI Los Angeles in similar capacity effective Sept. 1.

PHILIP I. MERRYMAN, NBC facilities development and special assignments director, spoke Aug. 21 before St. Louis Advertising Club under sponsorship of KSD, NBC St. Louis affiliate. Topic was "Television Dollars and Cents for the Advertiser".

SGT. EUGENE C. HENRY, formerly with the export division of Sylvania Electric Products, New York, now with the Army in the Philippines, helped build KVKD Philippines, which broadcast Gen. Douglas MacArthur's speech during Philippine invasion.

WILBUR W. HETZEL, secretary-treasurer of Stromberg-Carlson Co., is recuperating at Highland Hospital, Rochester, following a serious illness.

HAROLD E. FULTON, former superintendent of central radio office of RCA Communications, New York, has been appointed supervisor of traffic operations of the company. **N. R. CHERRIGAN**, former RCAC district manager in San Francisco, moves to New York to succeed Mr. Fulton, while **HARRY E. AUSTIN**, former district commercial manager in San Francisco, becomes district manager in that city. **F. WILHELM**, who has been assistant district manager in San Francisco, has been transferred to the administrative division of the traffic department in New York. He is succeeded by **JAMES F. WAPLES**, formerly assistant superintendent of RCAC in Manila.

HARRY L. PEARSON, former instructor at Port Arthur Radio College, has joined transmitter staff of WOWO Fort Wayne, Ind.

CAPT. WAYNE RHINE (r), who left the WPAT Paterson engineering staff to join the Army, is shown with Gen. Eisenhower (l) and Air Marshal Tedder (c) at the V-E celebration at Rheims.

H. MILTON NICHOLAS, control engineer of WWL New Orleans, is father of a boy.

FRANK SCHOALES, chief operator of CKWS Kingston, has been transferred to the same post at CHEX Peterborough, Ont. **BRUCE ALSTON**, new to radio, has joined CKWS operating staff.

WINNERS of the KFAB Lincoln, Neb. 4-H "Timely Topics" contest, announced last week, are Dorothy Pohl and Ronald Ritchey. Each will receive a $150 scholarship to the U. of Nebraska, given through KFAB. Station plans an expansion of contest next year.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

Peace Meeting Reports Proposed

Newsome Sees International Station as a Necessity

AN INTERNATIONAL station to broadcast full, unbiased news and eyewitness reports of major meetings of the world peace organization which would be an "indispensable" part of the peace machinery was proposed last week in London by Noel F. Newsome, former director of BBC European broadcasts and head of Allied Supreme Headquarters' Radio Luxembourg until the dissolution of SHAEF.

Mr. Newsome said the OWI had taken over the Luxembourg station "expressly as a trustee for any future radio department which the world peace organization might set up". No such intention could be discovered at OWI here, however. Since about V-E Day OWI has been negotiating to lease the station for the period of time our troops of occupation will remain in Europe. It is the only radio outlet there remaining to us now whereas our Allies have the various facilities of their countries. The government of Luxembourg is in favor of such an agreement, it is understood, but the French owners are reluctant to lease the profitable and powerful Radio Luxembourg which is avidly listened to almost all over the Continent.

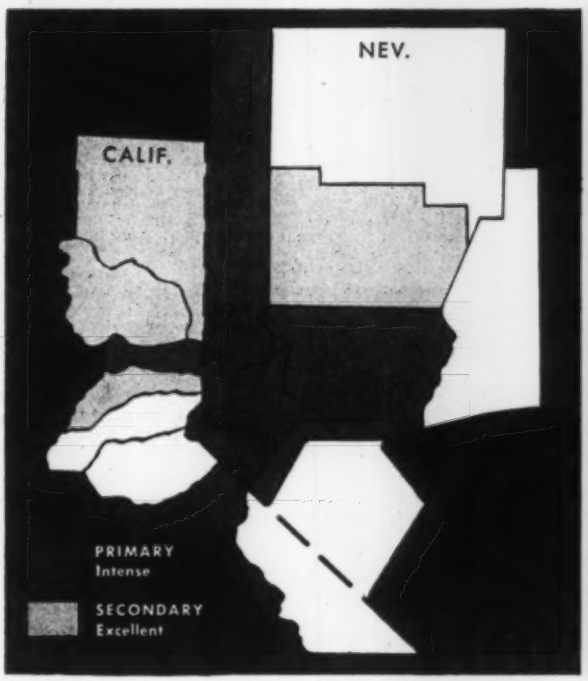
British withdrawal of support from the station after the end of SHAEF is to blame for failure to establish an international outlet thus far, Mr. Newsome declared. Under General Eisenhower's control, from Sept., 1944, until SHAEF was dissolved, Radio Luxembourg had been broadcasting "as a truly international institution", he said. Americans, British, French, Belgians, Czechoslovaks, Netherlanders, Italians, Germans and Russians produced programs and gained a "vast audience and influence throughout Europe by virtue of their non-nationalistic inspiration and tone".

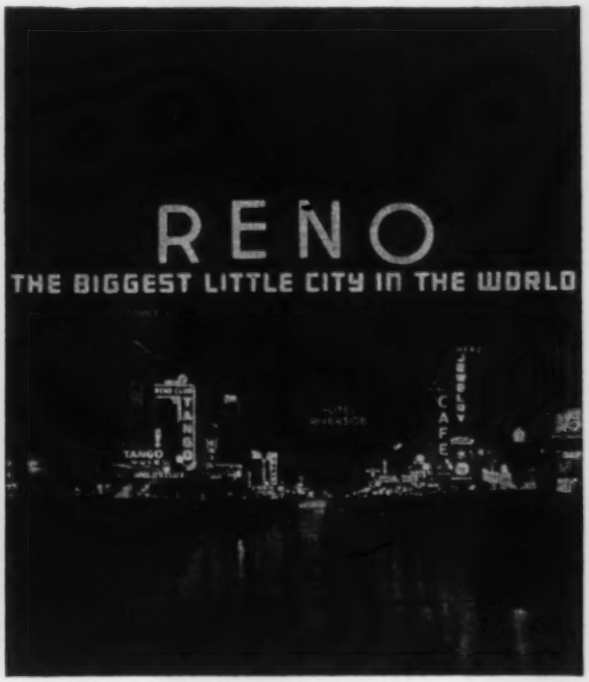
WJBK Detroit has been awarded special flag citation by the Treasury Dept. for sale of $8,492,000 in E Bonds during past three years. Presentation was broadcast.

"Better have WFDF Flint call for volunteers. We're out of control."

KOH

ANOTHER NO. 1 STATION ON THE NO. 1 NETWORK





KOH — the only station covering the nation's wealthiest per capita market

Department of Commerce figures (1943) show that Nevada ranks #1 among the states in per capita income. This accounts for the tremendous wealth of the Reno market, the focal point for most of the state's industrial and commercial activities. And Reno, "The Biggest Little City in the World," has the *highest average for retail family expenditures in the entire country.* And KOH is the *only* station heard consistently in this market.

This sign is a familiar sight to visitors of this frontier... yet cosmopolitan city

The sophistication that's New York, the recklessness that's Monte Carlo, the frontier friendliness of the old West... shake it all up, and you have *Reno!* And KOH caters to this unique audience with strong local programs — plus top NBC Western Division shows — plus outstanding NBC transcontinentals... a combination that can't miss! Yes, station by station you'll find in the west NBC reaches "most of the people most of the time."

WESTERN DIVISION OF THE National Broadcasting Company, Inc.

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

Station	City
KDYL	Salt Lake City, Utah
KFI	Los Angeles, California
KFSD	San Diego, California
KGHL	Billings, Montana
KGIR	Butte, Montana
KGLU	Safford, Arizona
KGW	Portland, Oregon
KHQ	Spokane, Washington
KIDO	Boise, Idaho
KMED	Medford, Oregon
KMJ	Fresno, California
KOA	Denver, Colorado
KOB	Albuquerque, New Mexico
KOMO	Seattle, Washington
KPFA	Helena, Montana
KPO	San Francisco, California
KRBM	Bozeman, Montana
KSEI	Pocatello, Idaho
KTAR	Phoenix, Arizona
KTFI	Twin Falls, Idaho
KTSM	El Paso, Texas
KVOA	Tucson, Arizona
KWJB	Globe, Arizona
KYCA	Prescott, Arizona
KYUM	Yuma, Arizona
KCRA	Sacramento, California
KOH	Reno, Nevada

1945 — Radio's 25th Anniversary — Pledged to Victory

A Service of Radio Corporation of America

First CHOICE OF NEWSPAPERS

The Evening Star

Times Herald

The News

The Washington Post

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON

WRC NBC

Represented by NBC SPOT SALES

NETWORK ACCOUNTS

New Business

P. BALLENTINE & SON, Newark (beer) in Oct. starts Barry Fitzgerald on full NBC network, Tues. 7:30-8 p.m., for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

CAMPBELL SOUP Co., Camden, N. J., on Oct. 1 starts for 52 weeks, newscast on CBS Pacific stations Mon.-Wed.-Fri. 8:55-9 p.m. (PWT). Agency: Ward Wheelock Adv., Philadelphia.

PROCTER & GAMBLE Co., Cincinnati (Teel liquid dentifrice), Sept. 8 starts The Life of Riley on NBC, Sat. 8 p.m. Agency: Blow Co., N. Y.

AMERICAN SCHOOLS, Chicago (correspondence), Sept. 13 starts for 13 weeks American Go-Getters on 39 Don Lee Pacific stations, Thurs. 10:15-10:30 a.m. (PWT). Agency: Earl R. Culp Adv., Los Angeles.

CANADIAN MARCONI Co., Montreal (receivers, tubes), Oct. 7 starts Serenade for Strings on 28 CBC Trans-Canada network stations, Sun. 7:30-8 p.m. Agency: Cockfield Brown & Co., Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet products), on Oct. 6 starts Cashmere Bouquet Show on 26 CBC Trans-Canada network stations, Sat. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), Aug. 23 renewed The F.B.I. in Peace and War on CBS network, Thurs. 8:30-8:55 p.m., after eight-week hiatus. Agency: Blow Co., N. Y.

RALSTON PURINA Co., St. Louis, Sept. 3 for 56 weeks renews Tom Mix and His Straight Shooters on Mutual 5:45-6 p.m. (CWT), increasing to 246 stations. Agency: Gardner Adv., St. Louis.

CREAM OF WHEAT Corp., Minneapolis, Sept. 22 renews Let's Pretend on full CBS network for 52 weeks, Sat. 11:05-11:30 a.m. Agency: BBDO Minneapolis.

EVERSHARP Inc., Chicago (pens and pencils), Sept. 16 renews Take It Or Leave It on full CBS network for 52 weeks, Sun. 10-10:30 p.m. Agency: Blow Co., N. Y.

BOWEY'S Inc., Chicago (Dari-Rich products), Sept. 22 renews Stars Over Hollywood for 52 weeks on 34 CBS stations, Sat. 12:30-1 p.m. Agency: Sorensen & Co., Chicago.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue dentifrice, Palmolive shave cream), Sept. 8 renews Share the Wealth on 26 CBC Trans-Canada network stations, Sat. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

WM. WRIGLEY Jr. Co., Toronto, (gum), Aug. 1 renewed Treasure Trail on 8 Ontario and Quebec stations Wed. 8:30-9 p.m. and Aug. 7 on 10 CBC Dominion prairie network stations Tues. 8:30-9 p.m. Agency: Jack Murray Ltd., Toronto.

McCOLL FRONTENAC OIL Co., Montreal (Texaco products), Oct. 7 renews Texaco Star Theater on 34 CBC Dominion network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv., Montreal.

BRITISH AMERICAN OIL Co., Toronto, Sept. 20 renews Marlowe Chronicle (formerly Fighting Navy) on 28 CBC Trans-Canada stations Thurs. 9:30-10 p.m. Agency: J. Walter Thompson Co., Toronto.

BORDEN Co., Toronto (milk products), Sept. 17 renews Canadian Cavalcade on 34 CBC Trans-Canada network stations, Mon. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

CAMPBELL SOUP Co., New Toronto, Ont., Nov. 14 renews for 52 weeks Jack Carson Show on 29 CBC Dominion network stations, Wed. 8-8:30 p.m. Agency: Cockfield Brown & Co., Toronto.

WCSC Charleston, S. C., claims first shortwave broadcast interview from an Army hospital ship under steam.

PROGRAMS

KDKA School Series

FIRST broadcasts coordinated with public and parochial schools will be started in Pittsburgh this fall by KDKA. Five-day-a-week series will supplement classroom instruction and be of general interest. In charge for station are J. E. Baudino, manager, and R. E. White, public relations director. Titled "Learning Via Radio", series will include nature study and science, citizenship, literature and music, vocational guidance.

Towns Saluted

NEARBY TOWNS are featured on weekly "Salute to the Towns" on CJCA Edmonton, under sponsorship of a local tire service in behalf of General Tire dealers throughout northern Alberta. Towns in primary area of station were contacted and data obtained on growth of the community. Musical dramatization is arranged from this data.

Business Guide

SUCCESSFUL businessmen will tell returning servicemen how to go into business for themselves in "Start Your Own Business" series to be broadcast each Friday on WPAT Paterson on daily "Hunt for Happiness" program.

Light Opera

FOLLOWING UP recent Hollywood Bowl audition series, KFI Los Angeles has started weekly half-hour light opera program with Claude Sweeten, musical director. Contestants in recent audition series will be called back for professional appearance.

Names

STORY behind names is featured on three-weekly quarter-hour program started on KXOK St. Louis under sponsorship of Comfort Printing Co.

Program Review

HIGHLIGHTING personalities on its local programs, KECA Hollywood has started twice-weekly quarter-hour "Johnny Forrest's Radio Review".

PRIZE of $25 War Bond was awarded Shirley Hamley, promotion manager of KFMB San Diego, American outlet, in promotion contest for network series "Hawthorne House". Guittard Chocolate Co., San Francisco, sponsors half-hour program on American California stations. Robert Laws of KGO San Francisco and Frank B. Weitmer of KTMS Santa Barbara won second and third merchandise prizes, respectively. Garfield & Guild, San Francisco, services chocolate account.

THIS IS MR. WALKER...

... one of the 1797 druggists in the WGY COMMUNITY*. Mr. Walker sells over $44,542,000 worth of products to the 1,045,717 housewives of the WGY Community, annually—products they hear about over WGY throughout central and eastern New York and western New England ...

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

WGY

SCHENECTADY, NEW YORK

50,000 watts—NBC—23 years of service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-227

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS WSPA SPARTANBURG, SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night

950 kilocycles, Rep. by Hollingbery

Talent With a Capital "T"!

Accent on talent? Decidedly! The outstanding distinction of WFAA is in our ability to discover and develop new artists. Big Time air waves, stages, and the studios of Hollywood all number our alumni among their luminaries. We were talent-minded in the pioneer days. We're still that way. Current live-talent programs originating with us are studded with artists whose future holds unlimited possibilities.

Who They Are--

1. Fred Lowery, world-famous whistler with big name bands. WFAA gave him a start that carried him on to fame and fortune.
2. Dale Evans, leading woman with Roy Rogers in REPUBLIC PICTURES. Once a talented amateur whose ability was immediately recognized and developed by WFAA.
3. "SHOWTIME," another of the outstanding shows aired over the Texas Quality Network through the facilities of WFAA, spawning ground for new talent.
4. The famous "CASS COUNTY KIDS," featured staff unit of WFAA. This group is in great demand for stage and other personal appearances in addition to regular local and network programs.
5. Jimmie Jefferies, original MC of the "EARLY BIRDS," radio's oldest continuous breakfast-time program, still going strong making every week-day a Mirth-day.
6. Peg Moreland, "King of the Ditty Singers," one of the oldest artists in radioland in years of service. He was our first staff artist and is still on the job, busy with programs, recordings, and personal appearances.
7. Nancy Gates, once a fledgling on our staff. Now a leading lady with a great future on the sound stages of the RKO lot in Hollywood.
8. Jimmy McClain, who started out doing chain breaks for WFAA and eventually became the famous "DR. I. Q."
9. Eddie Dunn, who started with us as an apprentice announcer and who has gone on to fame as MC on popular programs of the big time networks.
10. Orval Anderson, former WFAA announcer, the man at the mike on "DARTS FOR DOUGH" until Uncle Sam called him recently for military service.
11. Bob Holton, formerly on our mike "shift" but now playing featured roles with UNITED ARTISTS in the Hollywood Studios.

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC... 50,000 WATTS **A NATIONALLY CLEARED CHANNEL STATION**

Owned and Operated by The Dallas Morning News

WANT A TEST MARKET?

WBOC

has

the

answer!

1944 Per Capita Retail Sales:

WBOC's Market	$726
National	$541

Per capita sales in largest city of WBOC's Primary Area were $1,813—more than three times the national rate.

1944 Effective Buying Income:

WBOC's Market	$1,191
National	$1,166

1944 Gross Cash Income Per Farm:

WBOC Area	$5,678
National	$3,480

POST-WAR IN THIS AREA MEANS HIGHER INCOME AND GREATER PER CAPITA BUYING!

Wire or write for coverage map, market data, availabilities, etc.

DEL-MAR-VA'S OWN VOICE
WBOC
RADIO PARK-SALISBURY, MD.

John W. Downing, Pres.
Charles J. Truitt, Mgr.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Promotion

PROMOTION PERSONNEL

GEORGE H. PLAGENS, CBS Hollywood sales promotion copy chief, has resigned that post to join advertising department of Capitol Records Inc., Hollywood transcription firm. **JOHN ASHER**, network sales promotion production manager, has been appointed copy chief, with **LESLIE ECKLUND** taking over Asher's duties.

MARY ELLEN RYAN, assistant publicity director of Don Lee Broadcasting System, has been appointed western division publicity director of Associated Broadcasting Corp., effective Sept. 1, with headquarters in Los Angeles. In addition she will supervise West Coast traffic of the fifth network.

TOM HOLBROOK, WWL New Orleans announcer for 2½ years, has been promoted to promotion manager and public relations director.

KEVIN SWEENEY, former western division sales promotion manager of American when known as Blue Network, currently stationed at Ottumwa, Ia., naval air base, has been promoted to lieutenant (j.g.).

ARDEANE HEISKELL, head of sales promotion for WIND Chicago, has resigned.

JIM McLEAN, for two years special public relations representative for General Electric Co., New York, has joined the NBC press department as magazine editor.

WWL Coverage

WWL New Orleans has issued a three-color brochure on primary, secondary and tertiary coverage of the station, both night-time and daytime.

KSAL Party

IN CONNECTION with the national children's clothing collection campaign being conducted by Ralston Purina Tom Mix program on Mutual, KSAL Salina, Kan., staged special Tom Mix Straight Shooters' Theater Party at local theater. Admission was clothing bundles for which prizes were offered in War Bonds and stamps. Nearly 500 children attended party, part of which was recorded for evening broadcast. Every grocery in community carried store displays for event and ten stores offered large window displays. Newspaper promotion was also used.

WLAP Map

FIELD intensity coverage map for WLAP Lexington, Ky., has been prepared and distributed by Southern Adv. Agency, Lexington. Market and other data is included. Similar maps are in preparation for WBIR Knoxville, Tenn., WCMI Ashland, Ky., and KFDA Amarillo, Tex.

CBC Schedule

INTERNATIONAL service of Canadian Broadcasting Corp., Montreal, is now issuing program schedules to listeners, featuring all regular programs heard on 12 hours daily that station is on the air. Program schedule is issued monthly and carries photos of all commentators heard on programs.

WMCA Folder

WMCA has issued a four-page, three-color brochure on "The Captain Tim Healy" program, 1:30-2 pm, six-weekly. Aimed at interested participation sponsors, brochure explains type of program offered and carries reprints of favorable comment from New York publications.

KFXJ Rodeo

LATE AUGUST promotion planned by KFXJ Grand Junction, Col., for Ralston Purina Tom Mix program consists of a Tom Mix Junior Rodeo. Youngsters 11 to 16 will compete in a "wild west" show to include calf roping, steer riding and bucking contests in addition to novel races and other rodeo events. Merchandise and War Bond prizes will be awarded. Event will be free to public and will include formal dedication of the half-million dollar Veterans' Memorial Park, now near final construction. Volume of advance programs, announcements and promotion in other medias is being used.

CJCA Tour

TOUR of CJCA Edmonton and forum on radio compose part of the general science section summer school course for teachers being given at U. of Alberta. Different group visits station each day.

News Service

SUMMARY of national, state and local news is presented by WAJR Morgantown, W. Va., to luncheon meetings of Morgantown Kiwanis and Lions Clubs.

Selling Guide

VANSANT, DUGDALE & Co., Baltimore, is distributing new booklet, "The Tested Formula for Successful Selling", by H. K. Dugdale, agency vice-president and treasurer.

Agency Folder

FOLDER titled "This Is It", stressing fact that the postwar period is at hand, has been distributed by Olmsted & Foley, Minneapolis. New responsibilities are outlined.

WKBN Data

FACTUAL booklet on the Youngstown, O., industrial and farm market has been prepared by WKBN Youngstown. Coverage information is included.

Bi-Weekly Schedule

BECAUSE of program stability, WWVA Wheeling, W. Va., now publishes its program schedule once every two weeks instead of weekly.

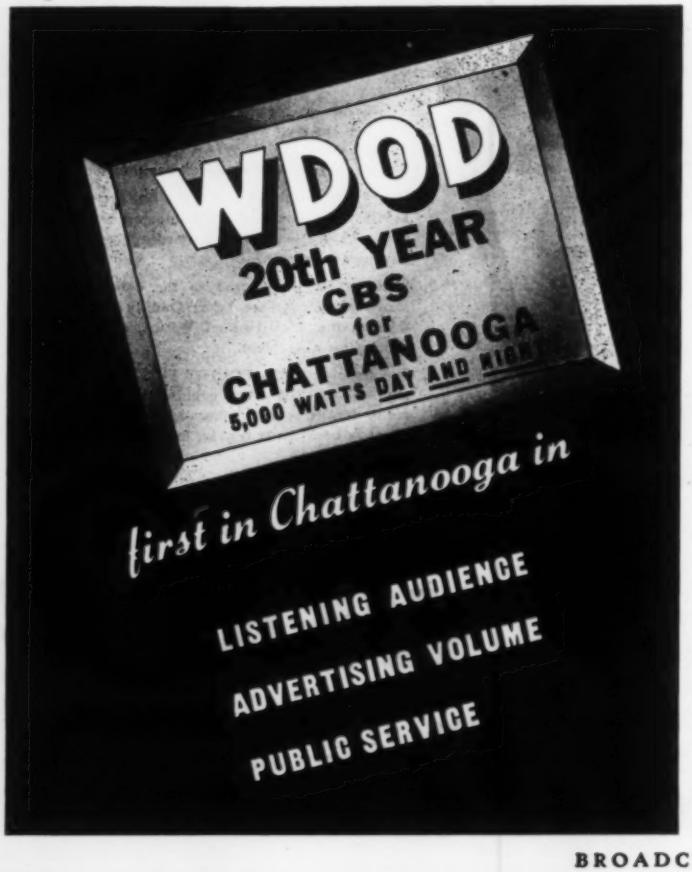
JAMES WILL JOIN MUTUAL IN SEPT.

E. P. H. (Jimmy) JAMES, former director of publicity, promotion and research for American Network, has been discharged as a captain in the Army Air Forces Intelligence Division and will join Mutual in September as manager of sales operations.

Mr. James

Mr. James will supervise the work of the sales service, estimating and contract divisions, and also will coordinate the sales, program, research, promotion and station activities for the sales department. He will be responsible for setting up the closest interrelation of these activities required by Mutual's expanding organization, it was declared.

Co-author of *The Technique of Market Research* and a founder-member of the American Marketing Assn., Mr. James began his radio career as sales promotion manager of NBC in 1927.



1000 W. NBC 550 Kc.

NBC for the rich Shenandoah Valley of Virginia

WSVA

HARRISONBURG, VIRGINIA

General Lord Asks Radio Not to Let Soldiers Down

(Special from Paris)

FERVENT PLEA to American broadcasters to leave the good taste in the mouths of returning soldiers by continuing cooperation in programming for GI's was made Tuesday night at Reims by Maj. Gen. Royal B. Lord, commanding general, Assembly Area Command for Redeployment.

The last big job is movement of men from ETO, and Gen. Lord, former deputy chief, Army Public Relations, Washington, asked radio and American business not to let the soldiers down.

Pledges Cooperation

Suggestion was made at the dinner given the U. S. broadcasting mission after the inspection of the Reims AAC operation and was accepted by NAB President-elect Miller who called it "the best postwar program I have yet heard and one I am certain radio will back up."

As the mission ended the second week of tour prospects dimmed for a Moscow, Scandinavian extension but brightened for a trip to the Vatican to inspect radio operations and for a possible audience with the Pope. If plan develops, the schedule will be extended from a Sept. 3 return to about Sept. 6.

Col. Edward Kirby, escorting officer, was warmly praised by Gen. Lord as a friend "who has been like a brother to me for many years". Mr. Miller replied that Col. Kirby was the inspiration of the trip and had done the smoothest job of organization and follow-through ever accomplished.

Col. Mason Wright, former head of the pictorial division, Army Public Relations, Washington, and for the past year AAC public relations head, saluted radio's war job saying that other means of entertainment, such as movies, are not always available, but radio with the finest entertainment and recordings, is always at the elbow of the soldier.

He cited radio as something from Grimm's Fairy Tales for the soldier, and a most tremendous morale factor, much more so then movies because it has national appeal. He asked for more good programs and more radio personalities for personal appearances. This is the last impression the American soldier receives before he returns, he admonished. Col. Wright returns to Washington this week for an undisclosed assignment, presumably China, where he served for two years in public relations under Gen. Stilwell.

Mutual Covers Trials

MUTUAL correspondents will cover the war criminal trials scheduled to begin in Nuremberg, Germany, Sept. 1, daily, marking the only network to arrange for such coverage at the scene of the trials, Edgar Kobak, MBS president announced. Trials of Goering, Von Ribbentrop and other high ranking Nazis will be reported by Leslie Nichols of Mutual, recently with Admiral Halsey's 3rd Fleet, and Murray Young, now broadcasting for Mutual from Paris. Correspondents will be heard 4-4:15 p.m., Monday through Friday. Mutual is currently carrying daily broadcasts of the Vidkun Quisling trial by Birger Jacobson and Kathryn Craven at 4 p.m.

Andrew Sisters Back

ANDREW Sisters, recently back from an extensive overseas tour entertaining GIs in Europe, returned Aug. 26 to their Sunday series on American, sponsored by Nash-Kelvinator Co., Toledo. Agency is Geyer-Cornell & Newell, New York.

Comdr. Mason Is Named To RCA Frequency Post

LT. COMDR. WAYNE MASON, USCG, has been appointed assistant manager of the New York office of the RCA Frequency Bureau, where he will handle matters pertaining to frequency allocation and station licenses for RCA and its subsidiaries and services, including sound broadcasting, television, international point-to-point communications, marine communications and experimental operations.

Following graduation from U. of Florida, Comdr. Mason served successively as a merchant ship's radio operator, as a broadcast station operator and as a technical instructor at RCA Institutes, Maryland Radio Institute and his alma mater. In 1937 he joined the FCC as a radio instructor, being transferred to the Commission's marine unit in 1938. Two years later he was made assistant chief of national defense operators of the FCC engineering department and in 1941 he became assistant chief of the international division, later assistant to chief engineer.

Quiz Service

SOME of the questions asked on *Quiz Your Mayor* program on WIRE Indianapolis were on extending the city's boundaries. Mayor Robert H. Tyndall and other civic leaders explained the benefits of the annexation on the program. Immediately after the show, the Mayor announced the annexation of a million dollars worth of property around Indianapolis.

WCLO Anniversary

DUAL anniversary was celebrated this month of the 100th year of publication of the *Janesville* (Wis.) *Gazette* and of the 15th year of broadcasting of WCLO Janesville, owned by the newspaper. The *Gazette* is now operated for the third generation by the Bliss family which took over 62 years ago. WCLO is a member of the Mutual and Wisconsin networks.

The Tale of Two* Sponsors on

KFNF

"The Friendly Farmer Station"

In 18 Midsummer Mail Days, July 9 - July 28, 1945

For Sponsor No. 1

We Produced 2864 $1.00 Cash Orders

For Sponsor No. 2

We Distributed 5945 Free Booklets

A Brief Story—Quickly Told—Utterly Conclusive

KFNF HAS THE PROGRAMS, THE LOCAL "KNOW-HOW", THE CONFIDENCE OF THE GREAT—AND PROSPEROUS—FARM MARKET AROUND SHENANDOAH.

SALES PARTICIPATIONS—2 to 3 Minutes in an established program—Monday through Saturday cost only $25.00 per week. Multiple Participations for intensive mass coverage campaigns 4 or 6 per day on a monthly basis are available for as little as $3.18 per broadcast.

When You Buy Shenandoah—Remember This—Informed Sponsors Buy

1000 Watts KFNF 920 Kc

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS, SHENANDOAH, IOWA

* TWO FROM MORE THAN 100. ALL INFORMED. ALL HAPPY. ASK FOR THE ENTIRE STORY.

The Shreveport picture is changing fast!

KTBS

ARK.

SHREVEPORT

TEX. LA.

The KTBS-NBC shadow grows Day by Day!

Keep your eye on KTBS

JOHN C. McCORMACK, Managing Partner
LESLIE H. PEARD, JR., Commercial Manager
National Representative
EDWARD PETRY & CO., INC.

COPIES

BY DIRECT CUTTING OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE *—packaged and shipped from Chicago.*

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

Solons Will Hear Of Radio Drive

Olsen Compiles Report to Be Presented by Mitchell

AS A TRIBUTE to broadcasters' unprecedented support of the Mighty Seventh War Loan, Sen. Hugh B. Mitchell (D-Wash.) will present a detailed report of the radio campaign to Congress when that body reconvenes. Report was compiled by Tom Olsen, manager of KGY Olympia, Wash., for the Treasury while Olsen was serving with the Radio Section of the War Finance Division during the drive.

Loaning his services to Treasury for four months, Mr. Olsen devised the tabulating system for daily charting of industry activities, which was coordinated with the NAB report to show a total contribution of $23,513,742 in facilities, 109% greater than the Sixth Loan figure for radio and more than double the combined effort of all other media in the Seventh [BROADCASTING, July 23, Aug. 6].

The report states that the factual data and information presented "speak most forcefully in tribute to the American system of broadcasting and the men and women of American radio who rise voluntarily to the challenge of preserving a free people in a free land. As impressive as this report may be, it is only one such example of the job that has been done and will continue to be done by the broadcasters of the United States in the service of the country and the communities in which they work and live."

Tom Olsen (l) explains to Sen. Mitchell of Washington the details of his Seventh Loan radio report.

Broadcasts Programmed

According to the report, 892,755 individual station broadcasts were programmed during period May 14-June 30, time for which was valuated at $19,646,803.92. An additional $3,866,938.08 is represented in talent plus station time in the pre-drive and after-drive campaign. These are totals of daily figures offered by OWI, the national networks, NAB, individual stations and agencies. Figures were verified by intensive checking and monitoring of broadcasts through the seven weeks of the drive.

Valuations of time, excluding talent figures, were previously set in counsel with War Advertising Council which represents all media.

One of a number of industry executives and leaders to work on loan with Treasury during the War Bond campaigns, Mr. Olsen is owner-operator of KGY, of which he acquired control in 1940. KGY is a Mutual-Don Lee affiliate, operates unlimited time with 250 w on 1240 kc and is only outlet in Olympia.

P&G Test

PROCTER & GAMBLE Co., Cincinnati, is testing four programs to decide which two bring best results in the 7-7:15 p.m. spot on CBS for Ivory Soap. P&G has the Jack Kirkwood program on 30 CBS stations in the South and on the West Coast, and *Mommie and the Men* on 44 CBS stations in the East and north central areas. In 7:15-7:30 p.m. spot for Oxydol, P&G is using Jack Smith musical program on 58 CBS outlets in the East and North, with *Vic and Sade* on at the same time on 13 CBS affiliates in the South and West. The test is to determine which two of the four programs stack up best against network competition in their respective periods. Agency for Ivory is Compton Adv., New York, and for Oxydol, Dancer-Fitzgerald & Sample, Chicago.

Ill. Football Net

A NINE-STATION Illinois Football Network, with WDWS Champaign, Ill., feeding, has been set up to carry all home games of the University of Illinois football team, starting with the Pittsburgh game, Sept. 22. Frank Strand, WDWS sports commentator, will give the play-by-play account, with T. O. White supplying the color. Stations signed by Advertising Time Sales, Chicago, to carry the contests include: WTMV E. St. Louis; WJPF Herrin; WDAN Danville; WSOY Decatur; WTAX Springfield; WMRO Aurora; WCLS Joliet; WJBC Bloomington, and WDWS Champaign-Urbana. Account marks first time Illinois home games have been offered as a network feature.

Riley for P&G

WILLIAM BENDIX show, *The Life of Riley*, formerly heard Sun. 10-10:30 p.m. over American, sponsored by American Meat Institute, Chicago, Sept. 8 will move to NBC, Sat. 8-8:30 p.m., sponsored by Procter & Gamble, Cincinnati, for Teel liquid dentifrice. Agency is Biow Co., New York.

Wesson Places

SOUTHERN COTTON OIL Co., New York, Aug. 27 starts *Try and Find Me* on CBS, Monday through Friday, 3-3:15 p.m., for Wesson Oil. Tom Shirley is m.c. of this audience participation program, placed through Kenyon & Eckhardt, New York.

IN TUBE MANUFACTURE ALL SMALL DETAILS ARE LARGE TO *Federal*

From slender filament to anode block . . . *all* tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals . . . after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, molybdenum or tungsten . . . they all are subjected to the same exclusive treatment and put through the same searching scrutiny . . . assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power . . . they have a reputation that is deserved because they are *built to stay*.

Federal always *has* made better tubes.

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

SPONSORS

THE KNOX Co., Los Angeles, in a concentrated campaign to promote its product, Mendaco, on Sept. 5 starts sponsoring daily newscasts on WHK WBNS WEOA WROL WHBQ WDSU KABC WFLA KFH. Other stations are being added with list to include 28 major markets. Agency is Allen C. Smith Adv. Co., Kansas City.

DR. S. M. COWEN, Los Angeles (credit dentist chain), is continuing campaign in Los Angeles, San Diego and Mexico border areas. Current announcement schedule ranging from one to eight spots daily, is being maintained on KFWB KMTR KPAS KMPC KHJ KFAC KIEV KGFJ KFVD KFMB KFOX XEMO XEGM, with participation in Spanish language programs on KMTR KWKW KGFJ. Firm also sponsors "Major Turner—News" on KFWB, and weekly half-hour program of recorded music on KMPC in addition to similar 60-minute series on XEMO. Placement is thru Dean Simmons Adv., Hollywood.

AMERICAN MEAT INSTITUTE has authorized Leo Burnett Agency, Chicago, to begin a series of television programs on a station still to be selected. Agency has prepared a brochure explaining television for the layman, with emphasis on the future of television rather than technical side. Booklet will be released to Burnett clients.

TWENTIETH anniversary of what KOA Denver and the Western Farm Life magazine, co-sponsors, claim is the oldest continuous radio program on the air today, was celebrated with a luncheon for business and agricultural leaders of the region. Shown are: (l to r) Comdr. Lloyd E. Yoder, gen. mgr. KOA; Jim White, managing editor, Western Farm Life; Ralph Budd, president, Chicago, Burlington & Quincy Railroad, and Gov. John C. Vivian, Colorado.

REMAR BAKING Co., Emeryville, Cal. (bread), has started five-weekly transcribed "Betty and Bob" on KPO San Francisco. Agency is Garfield & Guild, San Francisco.

VICK CHEMICAL Co., New York (Vick products), has started twice daily Mon. thru Fri. weather reports on CKWX Vancouver. Agency is Morse International, New York.

KELLEY KAR Co., Los Angeles (used cars), has appointed The Tullis Co. to handle advertising. One of heaviest users of southern California spot radio, firm will continue to devote greater portion of its advertising appropriation to radio.

P. LORILLARD Co., New York, will sponsor the New York Giants professional football series starting Oct. 7, which will be broadcast for the sixth consecutive year on WHN New York. Red Barber and Connie Desmond will describe the play-by-play account. Agency is Lennen & Mitchell, New York.

H. D. HOVER ENTERPRISES, Los Angeles (Ciro's), has appointed Western Adv., Los Angeles, to handle advertising.

STANDARD OF CALIFORNIA, San Francisco (gasoline, oil and by-products), Aug. 20 started five-weekly Henry Schacht's "Farmer's Digest" on KPO San Francisco for 52 weeks. Agency is BBDO San Francisco.

WESTERN STOVE Co., Culver City, Cal. (institutional), in 13-week contest ending in late September, has expanded its schedule in northern California. Firm currently uses transcribed "Mystery Chef" on KHJ KFRC KXOA as well as varied spot announcement schedule on 7 California stations. Premium of steel skillet is offered for each questionnaire on postwar ranges filled out and returned to local dealer. Weekly winner is given paid order on deluxe six-burner gas range. Mays & Bennett Adv., Los Angeles, has account.

STREET & SMITH Publications are using news and sports programs, one minute announcements and station breaks for Pic Magazine. Compaign, which started last week in New York and will start this week in other markets, is being place on Monday-thru-Friday basis on the following stations: WIND WMIN WJW WGAR CKLW WEW KCMO KCKN KMPC KFI WNOE WIBG WATL WMEX WOL WCPO WMPS KYA WBYN WINS. National Radio Clearing House, New York, newly organized as a radio consulting, research and buying firm by Stanley Young, editor and publisher of Radio Newsletter, handled organization of Pic radio campaign, placed thru William Von Zehle & Co., New York.

AMERICAN BANTAM CAR Co., Butler, Pa., has appointed Roy S. Durstine Inc., New York, to handle its advertising campaign. Radio may be considered.

BARKER BROS. Corp., Los Angeles (home furnishings), out of radio for a year, Oct. 1 starts "Backgrounds for Living" on KNX Hollywood. Contract is for 52 weeks. Mays & Bennett Adv., Los Angeles, has account.

HARVEY MACHINE Co., Los Angeles (Harcraft stores), on Sept. 2 starts weekly half-hour transcribed "Playhouse of Favorites" on KECA Hollywood. Contract is for 52 weeks. Firm in addition uses six-weekly 30-minute program of recorded music and news on that station. Agency is M. M. Young Adv., Los Angeles.

COMINI, Dallas (photographer), has started quarter-hour Monday evening classical and semi-classical music on KGKO Ft. Worth. Year contract placed thru J. P. Dewey Adv., Dallas.

H. W. RODEN, vice-president of American Home Products Corp., New York, has been appointed head of the firm's cosmetics division and president of its cosmetic subsidiary, Affiliated Products Inc. Mr. Roden also will continue as president of another AHP subsidiary, American Home Foods Inc.

T. SISMAN SHOE Co., Aurora, Ont., has started five transcribed spots weekly on six Ontario stations. Account placed by E. W. Reynolds & Co., Toronto.

BILLY BERG'S, Los Angeles (supper club), Aug. 19 started nightly remote half-hour broadcast on KFWB Hollywood. Contract for 52 weeks placed thru Allied Adv. Agencies, Los Angeles.

BATAVIA Metal Products Co. has signed for twice-weekly quarter-hour "Fact and Fancy" program on WBAP Ft. Worth. Contract for 15 weeks placed thru Evans Radio Adv., Chicago.

WKBH Discount

TO AID returning veterans starting in business, WKBH La Crosse, Wis., will allow them a 20% discount on all radio advertising used during their first year in business. In cases of partnerships involving a veteran and a non-veteran, a 10% discount will be allowed where it can be shown the reduction will adhere to the benefit of the veteran.

Sign NBC

P. BALLANTINE & SON, Newark (beer), starts sponsorship of Barry Fitzgerald in October on full NBC network, 7:30-8 p.m. for 52 weeks. Firm is currently sponsoring Stuart Erwin 10:30-11 p.m. on CBS network. Agency is J. Walter Thompson Co., New York.

New KOZY Card

RATE card No. 3 has been prepared by KOZY, FM station in Kansas City, listing basic rate of $50 per one-time hour.

"BEATS ALL HOW THEY SEE THROUGH FOLKS!"

They say it's pretty hard to "put something over" on a banker, especially on the second attempt!

So when we tell you that Fargo's Gate City Building & Loan Ass'n., has advertised to the Red River Valley over WDAY with a half-hour program every single week for *twelve years*, you might reasonably conclude that the sponsor has found the program to be a profitable investment.

What better evidence of a station's selling power can there be than the local accounts it *keeps?* WDAY has *eighteen* "locals" who have been with us, *steadily*, from 10 to 23 years.

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

1000 W. NBC 550Kc.

NBC for the rich Shenandoah Valley of Virginia

WSVA

HARRISONBURG, VIRGINIA

SO IT'S PROGRAMS YOU WANT!

KOA's network calibre talent adds Local Leadership in Programs to the national leadership of topflight NBC shows

Take HAPPY JACK TURNER, for instance. This singing, piano-playing, one-man show tops all other programs produced in Denver . . . and a few network shows to boot. Furthermore, "Happy Jack" achieved this position in a few months, and he has maintained it continuously.

Another example is MUSICAL MAGAZINE, the 6-day-a-week quarter-hour we built for Rainbo Bread This advertiser is now in his 9th year with this same show He's satisfied.

And our RADIO SHOPPER, which we built for a local department store, is also tops. They bought it originally for a trial 2 months—in 2 weeks they came in and signed up for a whole year Now in its 2nd year, it has the largest audience of any local daytime program.

--No wonder KOA's FIRST!

First in PROGRAMS

First in LISTENER LOYALTY

First in COVERAGE

First in POWER

and, for all these reasons . . .

FIRST IN DEALER PREFERENCE

(Ross-Federal figures prove it)

FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

TREASURY SALUTES

YOUR station is doing an important job for this nation when you broadcast "Treasury Salutes" regularly at "good listening" time . . . sponsored or sustaining.

●

If you are not already receiving "Salutes", advise the Radio Section, War Finance Division, U. S. Treasury Department, Washington 25, D. C.

●

This space donated to the U. S. Treasury by Station **WBIG,** Greensboro, N. C.

AGENCIES

CHESTER FOUST, former vice-president and manager of Kenyon & Eckhardt, Chicago and previously vice-president of J. Walter Thompson Co., Chicago, has joined Hill Blackett & Co., Chicago, as partner. He retains account of Morton Salt Co., Chicago, and its subsidiary Worcester Salt Co., New York, handled by K & E since January 1944, when shifted from J-W-T. New partnership will not change name of agency.

ED SHORT, released from the Army and formerly of WGN Chicago publicity department, has joined Foote, Cone & Belding, Chicago, publicity department, to work on Frigidaire account.

DANIEL C. KAUFHERR, recently released after three years in the Army, resumes his duties as vice-president and account executive of Irwin Vladimir & Co., New York, effective Sept. 1.

CAPT. ROBERT. G. JENNINGS, on leave as vice-president of H. W. Kastor & Sons, Chicago, who has been in the Army for three years, captured a burglar in his New York apartment. Upon returning home last Sunday afternoon he found the door ajar with only the chain lock fastened. He assumed that his wife, **BETTY WINKLER JENNINGS,** radio actress, had returned from a trip sooner than expected, and he rattled the door. A masculine voice yelled, "Come back in 10 minutes", at which Capt. Jennings broke the chain clasp and stormed into the apartment to discover the burglar in the bedroom emptying drawers of contents worth about $1,000.

BILL BOOTH, former radio director with Lennen & Mitchell, New York, has joined J. M. Mathes Inc., New York, as assistant director, radio department.

JOHN C. DRAKE of the sales promotion department of WLS Chicago, has joined the copy staff of Burton Browne Adv., Chicago.

SAM KAUFMAN, director of sales promotion and press information at WCCO Minneapolis, joins Minneapolis office of Bozell & Jacobs, Sept. 1. **TIM MORROW,** B & J Chicago office radio director, resigns Sept. 1 to open his own production agency to service agencies having no radio department. He will offer several new programs.

RUFUS BELL, merchandising counsellor of Azusa, Cal., has joined Ralph L. Power Adv., Los Angeles, in advisory capacity to direct field surveys in 11 western states for electronic products, studies of consumer demand and retail distribution.

DUNCAN JENNINGS, for 2½ years radio director and account executive of Little & Co., Los Angeles, has joined McNeill & McCleery as account executive.

WILLIAM BRYAN, former radio director of Anfinger Adv., New Orleans, has joined Dan B. Miner Co., Los Angeles in similar capacity. He succeeds **NED MONETT** who resigned to join CBS Hollywood production staff.

S. JAMES ANDREWS, former vice-president in charge of radio for Lennen & Mitchell, Sept. 10 joins Paramount Pictures Inc. as producer.

MAE LEBEAUX, in charge fan mail department of Ted Bates Adv., New York for three years, has resigned effective Aug. 17 to freelance.

LOUIS TILDEN, account executive of NBC Chicago network sales department, resigns Sept. 1 to join Sherman & Marquette, Chicago, as head of new radio department.

JAMES DELAFIELD has joined Benton & Bowles, New York, as account executive for Maxwell House Coffee and Yuban Coffee. He has been with Special Foods Division of War Food Adm. since 1942.

C. W. DUNCAN has been appointed a vice-president of Spitzer & Mills with headquarters at Montreal. Mr. Duncan returned to S & M some time ago after three years in RCAF.

WILLIAM FUTTERMAN, vice-president and sales promotion manager of Goldblatt Bros., Chicago (department store chain), resigns effective Sept. 1 to open his own advertising agency in Chicago.

IT'S BIGGEST time and program sale in history of WEAF, NBC New York, says Clarence L. Menser (l, seated), referring to Benson & Hedges' *Serenade to America*, totaling 205 minutes weekly. At his left, W. Arthur Cullman, assistant to president of B&H. Standing, James V. McConnell (l), manager NBC spot sales, and Gordon H. Mills, manager of Arthur Kudner Inc. radio dept.

FACT or FICTION?

Q. Canning of fresh food was discovered in America.

A. *Fiction.* It was first done in a French candy shop.

It's a Known* FACT *that

WLAW

LAWRENCE, MASS.

reaches 1,902,591 listeners in Industrial New England —a 650 million dollar market.

5000 WATTS 680 Kc.

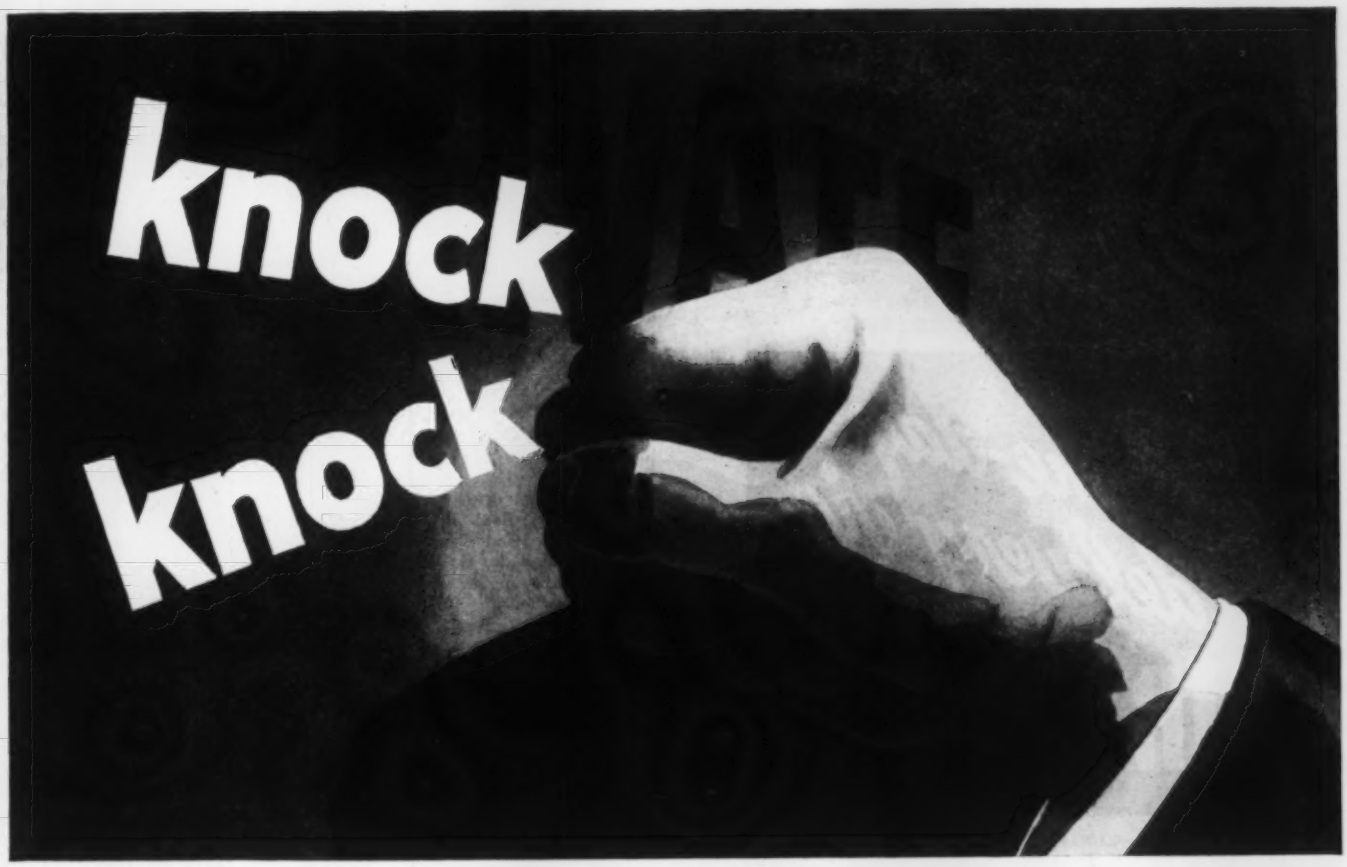
NATIONAL REPRESENTATIVES:
WEED & CO.

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION



Opening a **NEW** *Door to South Texas!*

When Station KABC, in San Antonio goes on the air this fall with 50,000 watts, daytime, and 10,000 watts, night, the rich South Texas market will be thrown open to national advertisers—at an appealing rate!

It's a market you'll want to cultivate—embracing, as it does, an area that is peopled by more than 2,000,000 prosperous Texans. It's a market that contains the key centers of San Antonio, Corpus Christi and the Rio Grande Valley.

In serving this market, KABC will operate on 680 kilocycles. 50,000 watts on any frequency is good, but 50,000 watts—on 680—will blanket the territory!

With KABC about to take its place among the nation's most powerful radio stations, NOW is the time to contract for choice availabilities. The best will go first.

Represented Nationally by WEED & COMPANY . . . Ask about attractive 50,000-Watt rates at which orders are being booked . . .

Kabc

Soon TO BECOME 50,000-WATT **SAN ANTONIO** OUTLET OF THE AMERICAN BROADCASTING CO.

Same-day delivery via

AIR EXPRESS

PHONE FOR PICK-UP as soon as shipment is ready (Air Express Division of your local Railway Express Agency). Same-day delivery is often made, on shipments sent early in morning, between airport towns and cities.

FOR ALL TRAFFIC of importance, more plane space is available these days since more planes are being put into regular service.

SHIP ANYWHERE via Air Express. Aside from hundreds of airport towns and cities, 23,000 off-airline points in the United States are served by rapid air-rail schedules. Shipments go direct by air to scores of foreign countries.

SPECIFY AIR EXPRESS. You will learn as thousands of firms have learned — when time and money are at stake, Air Express "earns its weight in gold."

AIR MILES	2 lbs.	5 lbs.	10 lbs.	25 lbs.
250	$1.04	$1.25	$1.57	$2.63
500	$1.11	$1.52	$2.19	$4.38
1000	$1.36	$2.19	$3.74	$8.75
2500	$1.68	$4.20	$8.40	$21.00

WRITE TODAY for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS

AIR EXPRESS GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

Educational Series

NEW TOOLS for Learning, an educational organization supported by four projects financed through New York's Alfred Sloane Foundation, is offering stations a series titled *Keeping Up With the Wigglesworths.* The transcribed programs are designed to educate the public on economics, international affairs and like subjects. The 26-week series will be offered to one station in each locality at a cost of about 25% of its card rate. Stations will be permitted to arrange local sponsorship.

Contest Winners

A TOTAL of $1,000 prize money has been awarded by the American Broadcasting Co. to four winners in its original composition contest, held in connection with the National Composers Congress in Colorado. Dr. Roy Harris, national director of the Congress, has announced the following winners: Weldon Hart, Rochester, $500; Vincent Persichetti, Philadelphia, $200; Anthony Donato, Austin, Tex., $200, and Carl Parrish, Nashville, $100. The Hart composition, a work for full orchestra, will be broadcast sometime during the fall; other three winners will be heard Aug. 18.

WEEKLY CBS "Suspense" program is to be filmed Aug. 30 as part of an exploitation campaign by Roma Wine Co. which will later release motion picture version for client showing throughout country.

KFMB Sells SAN DIEGO

. . . AND DOES IT RIGHT!

With the full, basic BLUE-AB schedule . . . plus shows of local and civic interests, KFMB is the spark-plug of a great exclusive audience . . . 72,500 civilians reside in Metropolitan San Diego . . . within 15 miles of our antenna. You can only cover them properly if you cover them from within!! Let KFMB do it!!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

2000 FOR 'JULIE'

KSD Brewers Program In 400th Week

FOUR HUNDRED consecutive weeks—more than 2,000 broadcasts—in which program format has remained virtually unchanged will be rounded out this week on KSD St. Louis by Columbia Brewing Co., brewers of Alpen Brau (beer).

First broadcast Dec. 7, 1937, the program consistently has been a quarter-hour live show with a singing mistress of ceremonies supported by a male vocalist and the KSD orchestra under direction of Russ David. Many prominent stage and night club entertainers have appeared as guests, including Connie Boswell, Gertrude Neisen, Larry Adler, Lou Holtz, Victor Borge, Eddie Howard and Kitty Carlisle.

Since June 1941 the program has been called *Julie O'Neill and Company,* deriving its name from the present m.c. Preceding Miss O'Neill in the show were Cherie McKay, formerly of the Merry Macs, and Helen O'Connell, who left to sing with Jimmy Dorsey's orchestra. The show is produced by Sterling Harkins of KSD and presented Monday through Friday 6:30-6:45 p.m. Olian Advertising Co., St. Louis, handles the account.

Guild Meeting

NATIONAL EXECUTIVE Council of the Radio Writers' Guild met in Chicago Aug. 18 and 19 and made plans for furtheriag the fight on behalf of freelance and contract radio writers and proposals for the guild's 1946 program. Council also resolved to organize more freelance and contract writers and to publish a National Credit Bulletin listing recent radio credits. Present were Peter Lyon, national president; Robert Newman, vice-president eastern region; Herb Futran, vice-president midwestern region; Lou Scofield, past president; Sam Moore, vice-president western region; Dorothy Bryant, national executive secretary; Jean Pettus, executive secretary midwestern region.

In the UTAH Market

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representatives JOHN BLAIR & CO.

XUM

FM - - - The New Teacher!

REL is proud to be a contributor to the advancement of education by FM radio.

The record of reliability that can be expected from the use of the Armstrong Phase Shift System of Modulation is borne out by these performance figures of WBOE:

Frequency: 42,500 kilocycles
Input to final amplifier: 1,666 watts
Antenna output: 1,000 watts
Total hours operation to date: 5,139
Percent operating time to outages: 99.592%

REL

Sales Representatives

MICHIGAN

M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MIDWEST

REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

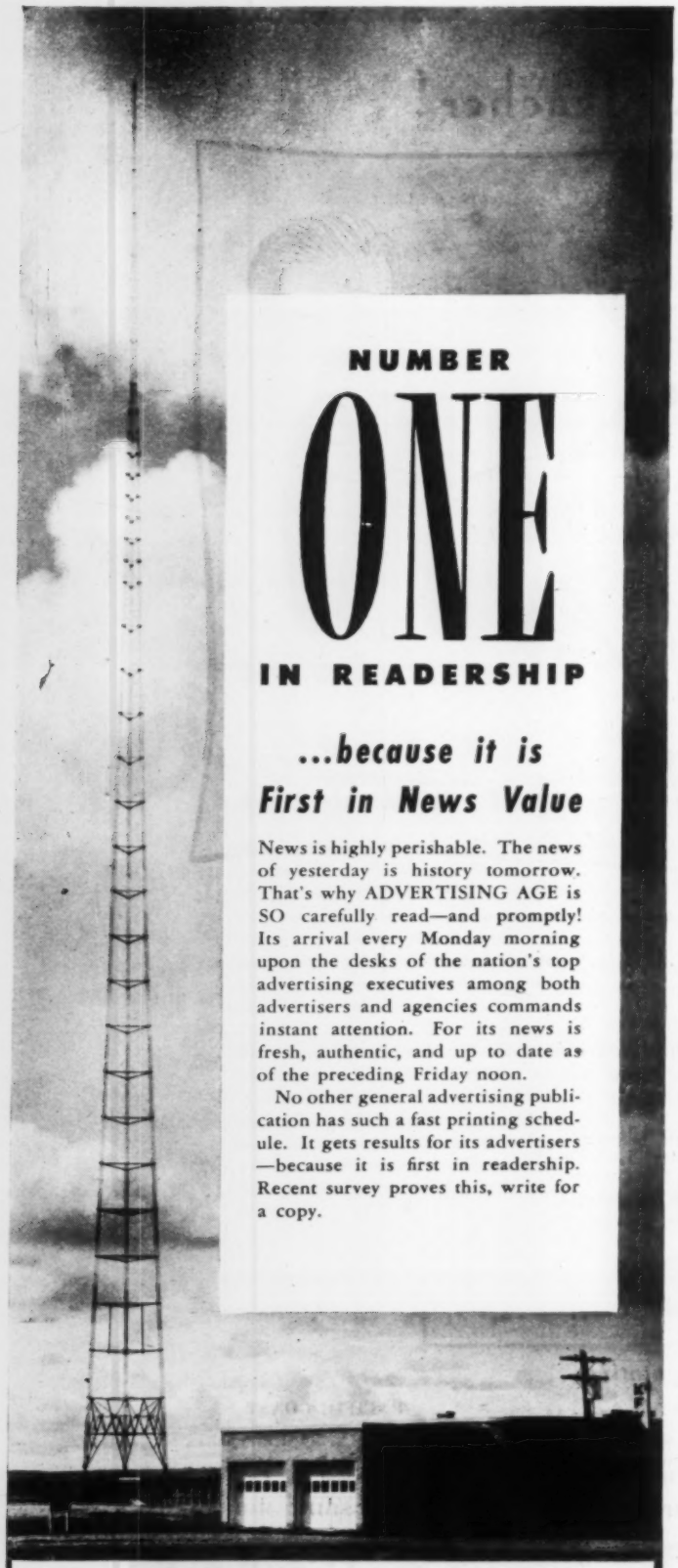
PACIFIC COAST

Norman B. Neely Enterprises
7422 Melrose Ave.
Hollywood 46, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.



NUMBER

ONE

IN READERSHIP

...because it is First in News Value

News is highly perishable. The news of yesterday is history tomorrow. That's why ADVERTISING AGE is SO carefully read—and promptly! Its arrival every Monday morning upon the desks of the nation's top advertising executives among both advertisers and agencies commands instant attention. For its news is fresh, authentic, and up to date as of the preceding Friday noon.

No other general advertising publication has such a fast printing schedule. It gets results for its advertisers —because it is first in readership. Recent survey proves this, write for a copy.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

WOL WILL DROP ITS MORNING MAN

PRACTICALLY all locally produced shows on WOL Washington, Cowles outlet, will either be eliminated or re-scheduled and many new shows will be introduced starting Sept. 3 to carry out an avowed policy of providing the finest programming and news service in Washington.

First user of a "Morning Man" in Washington, the station will drop that technique entirely. Art Brown who has handled that 6-9 a.m. period from the start has been re-signed for a long contract to do an afternoon variety show from 3-5:15 p.m. with Russ Hodges including top tune review, audience participation, quizzes, interviews, guest artists and sports.

Two daily newscasts at 8 a.m. and 11 p.m. will be sponsored by General Electric. Staffed by the largest group of reporters ever assembled by an individual station, the broadcasts will be presented by a new personality to be known only as *The Voice of Washington*. The station day will be opened with hymns, Western music and public service such as weather and markets from 5:30-6:30 a.m. Sponsored newscasts will be heard on the half-hour until 9 a.m. Emphasis in the morning period will be on complete programs. A breakfast show featuring Frances and Jack Paige, of WOL publicity and special events, and originating from their home will be aired Monday through Saturday, 8:30-8:55 a.m. on a participating basis.

LOWDOWN on Nation's Capital is given H. Quenton Cox (left), assistant manager of KGW Portland, Ore., by Palmer Hoyt (right), publisher of the *Portland Oregonian*. Mr. Cox is on leave as special consultant to the Treasury for the Eighth War Loan Drive. [BROADCASTING, Aug. 20]. Adding a few pointers is Arden X. Pangborn, KGW general manager.

Canada 9th Loan

PLANS FOR broadcast advertising of the Ninth Victory Loan campaign to be held in Canada in October are nearing completion. Some changes are contemplated from plans made before the surrender of Japan, but as in past, all Canadian stations will participate in carrying programs paid for by the Dept. of Finance, Ottawa. Slated for use will be 40 five-minute transcribed dramatizations from Sept. 10 to Nov. 7 on all English language stations. All advertising by the government is placed by the War Finance Group of the Advertising Agencies of Canada, a cooperative group of all Canadian agencies, with headquarters at Toronto.

Fast Improvement Seen

IMPROVED radio listening for the American public can be expected almost immediately, according to Hubbell Robinson, vice-president in charge of programming for American. New and returning talent from the armed forces will open fresh vistas in the entertainment world, he said, and radio, in its effort to keep people informed on problems of the peacetime world, will also play an important part in the adjustments of reconversion.

SPOTS IN THE MORNING?

SPOTS IN THE EVENING?

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

LIKE WLS IN CHICAGO

KOY 550

GETS RESULTS IN PHOENIX

CBS Key station, The Arizona Network, KTUC, Tucson; KSUN, Bisbee-Lowell-Douglas. JOHN BLAIR & COMPANY

XUM

"I like to know how I'm doing

. . . and a Presto recording tells me frankly!"

"A Presto recording is my severest critic," says Hildegarde, radio's fabulous singing star. "I have each of my Raleigh Cigarette programs transcribed so that after the show I can check my voice and delivery. When you use Presto equipment—with its accurate reproduction and fidelity to musical tones—you know you're getting the truth!"

Major broadcasting stations all over the country have found that Presto produces high quality work—consistently. What's more, busy recording studios know that Presto equipment can take it, year in and year out, and still remain in perfect operating condition over long periods without adjustment. For every Presto unit is a precision instrument embodying fine materials and workmanship and the highest operating skill. Write for complete information.

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

"I'm making the earlier bus now, but I wouldn't think of missing WJW's "Coffee Corner"

WJW has sold itself to Cleveland's largest group of daytime listeners. You can profit by this selling job for, based on actual audience figures, in Cleveland, WJW delivers more daytime listeners per dollar . . . 23 to 37% more than any other station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

. . . Serving Music and Radio

BMI is the perfect liaison between music and radio—for it completely, smoothly, directly bridges the gap between source and outlet.

To just about every broadcasting station, BMI provides a vast source of music—nearly a million song titles—in good taste . . . and the invaluable protection of performing rights.

And to the music publishers and composers, BMI assures responsible control and profitable return of their saleable merchandise—music.

HOW MUSIC AND RADIO ARE SERVED

- BMI covers all major radio networks, serving 992 commercial stations in the United States and Canada
- BMI acts as publishers' licensing agency, representing many successful and prominent music publishers
- BMI owns exclusive performing rights in nearly a million titles—not only a great variety of popular music, but also standard, educational and serious music.

KNOW YOUR BMI MUSIC
AND KNOW HOW
BMI CAN SERVE YOU

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

FM Moving

(*Continued from page 18*)

contends FM can be terminated in the old band and placed in its new permanent home when 500,000 sets are in the hands of the public. Manufacturers have assured the Commission that plenty of new FM sets will be on the market by time transmitters are in operation, but they want a date fixed for the start of new band transmissions.

Of the 395,000 FM sets now in the hands of the public, about half can be converted to the new band. Several manufacturers are turning out converters.

Converting present FM transmitters to the new band won't be such a difficult task, now that the war is over and manufacturers have the green light, according to engineers. The Commission hopes to approve several applications for new FM stations in October and many of those stations will be in operation by Christmas, thus providing additional service. In addition 16 developmental stations are now authorized in the 88-108 mc band and applications for 3 are pending.

These developmental stations can be converted to commercial outlets on application, or they may continue on a developmental basis, providing service.

Chairman Porter's letter to Mr. Cosgrove was in reply to one from the RMA head, asserting that unless the Commission announced a date for the termination of FM operations in the present band, manufacturers would feel obliged to make two-band receivers, to assure service to the public.

Mr. Porter replied that the Commission saw no "valid reason" for requiring the public to bear the extra expense of two-band receivers. All FM receivers should be manufactured to cover the new band, he added.

Cost Not Justified

Two-band receivers will result in "increased cost to the public" and would, "in the Commission's opinion, retard the changeover from the old to the new band," Mr. Cosgrove was advised. The changeover "should be accomplished with the least possible delay."

Chairman Porter discounted the manufacturers' theory that FM sets could not be demonstrated unless they contained the present band. As soon as FM standards are announced, "FM stations will be required to take steps to begin operation in the new band as soon as possible," wrote the FCC chairman, "so that by the time receivers are available all stations will be operating in the new band."

Under the new allocations, television is assigned to 44-50 mc and nongovernment fixed and mobile services go in the 42-44 mc band.

Mr. Porter asked the RMA to keep the Commission advised as to "when new FM receivers will be on the market as this will help the Commission arrange to have all present FM stations operating on a new frequency by that time."

Following is text of Chairman Porter's letter, dated Aug. 17:

Dear Mr. Cosgrove:

As president of the Radio Manufacturers Assn. you have advised the Commission that a number of the members of your association are concerned about the possibility that they will be forced to manufacture FM receivers which will be capable of tuning to both the new FM band (88 to 108 mc) and the old FM band (42 to 50 mc). You suggest that if it were possible for the Commission to formulate and announce a specific program which would make this two-band receiver unnecessary, the change from the lower to the higher band would be facilitated.

Testimony in recent proceedings before the Commission indicates that a two-band receiver will cost the public more than a single band receiver. The Commission feels that there is no valid reason for requiring the public to bear this extra expense.

After careful study the Commission has assigned the 20 mc band between 88 and 108 megacycles as the permanent home for FM broadcasting. This was done because it was believed that this higher band would render a more satisfactory service than the present band of 42 to 50 mc. In the future all FM receivers should be manufactured to cover the new 88 to 108 mc band. There appears to be no reason whatsoever for building receivers which would also cover the old 42 to 50 mc band, which has been withdrawn from assignment to FM and has been assigned to other services. The manufacture of receivers covering the old band would not only result in increased cost to the public but would, in the Commission's opinion, retard the change-over from the old to the new band, which change-over the Commission feels should be accomplished with the least possible delay.

The only reason that has been advanced for the manufacture of receivers covering the old FM band as well as the new is that by building such receivers demonstrations of FM reception to prospective customers will be possible. This does not appear to be a valid reason. We anticipate that very shortly the Commission will announce its standards for FM broadcasting in the higher band. As soon as this is done, FM stations will be required to take steps to begin operation in the new band as soon as possible so that by the time receivers are available all stations will be operating in the new band. Thus it will be possible to demonstrate the operation of the receivers in the band which is to be the permanent home for FM.

One further point made by the proponents of the two-band receiver should be noted. Namely, that even if stations are operating in the new band by the time receivers are available, high power will not be immediately available in the new band and that it is important that demonstrations of receivers be conducted with high power. The Commission is informed by transmitter manufacturers that 10 kw transmitters will be immediately available for the new band. The Commission's engineers are of the opinion that this is sufficient power to demonstrate the new receivers and industry representatives appearing at the recent Commission hearing testified that 10 kw would be satisfactory.

Our purpose in permitting an FM station which has moved to the higher band temporarily to continue simultaneous operation in the lower band was simply to prevent the loss of FM service to persons in the community who possess the old style receivers and who have not yet had an opportunity to convert them or replace them with a new receiver. It is not known how long it will be possible to do this because of the needs of the services which have been assigned to the old FM band. It is the Commission's desire to permit this dual transmitting operation as long as it is necessary. However, if new receivers are manufactured to cover the old band, the Commission might very well take the position that it was necessary to put an end immediately to all FM transmissions in the old band in order to protect the public from an unnecessary expense and to insure that the change-over to FM's new and permanent home should not be delayed.

The Commission would appreciate your association's keeping it advised as to when new FM receivers will be on the market as this will help the Commission arrange to have all present FM stations operating on a new frequency by that time.

By direction of the Commission.

(s) PAUL A. PORTER, Chairman

XUM

DuMONT—FOR THE TOOLS OF TELEVISION

PROOF OF THE PUDDING! DuMont has designed and built *more* television stations than any other company. DuMont-built stations, every week, are demonstrating the high efficiency, rugged dependability and low operating cost of DuMont-engineered equipment.

DuMont's simplified precision control—the dominant keynote of *all* DuMont design—is brilliantly exemplified in the tools of television featured above. These postwar designs incorporate all the flexibility and refinements dictated by more than 4 years of continuous and increasingly elaborate experimentation by hundreds of program producers.

DuMont's Station WABD, New York, has pioneered a pattern for commercial television that you can make your own whenever you choose to study it. And DuMont's Equipment Reservation Plan insures early peacetime delivery of your equipment and competent training of your personnel. *Television is our business!*

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DuMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

PAY DIRT!

Iowa Has One-Fourth of All the Excellent Farm Land in the U. S.*

Out of the good, rich Iowa soil is cultivated America's *largest per-farm income* . . . but in this *pay dirt*, also, are the foundations of some of the country's greatest industrial plants.

This provides a versatile, balanced market for all WMT advertisers. WMT covers the largest daytime primary area in the state with Iowa's best frequency—5000 watts at 600 kc!

** From Doane Agricultural Service*

CEDAR RAPIDS

WMT

WATERLOO

5000 WATTS • DAY AND NITE • 600KC

BASIC COLUMBIA NETWORK

Represented by KATZ AGENCY

Radio Sets

(*Continued from page 16*)

material. Manufacturer will also offer distributors complete line of batteries and tubes under company name.

Biggest problem is shortage of woods, plastics and lacquers. Four-fifths of service employes are back. All sets with FM will offer both high and low bands with complete change-over to 88-108 mc when all FM stations meet FCC ruling.

ANDREA RADIO Corp.—Has started production on several types of sets, including television, and plans delivery within 90 days. Line includes five television models from $79.95 to $1,000. Five table model receiving sets to be made, but no FM will be installed for about a year. The $1,000 video receiver will be console with three-band radio, record-changer and 18 x 24 inch picture.

ANSLEE RADIO Corp.—Will start production when all materials are available, specializing in radio-phono combinations, armchair models and large consoles with both AM and FM. Does not plan video sets in near future.

AVIATION Corp. (Crosley)—New ownership will not affect company policy regarding personnel or production of regular Crosley line. Company will continue to manufacture household radios under Crosley label, with 40,000 sets scheduled by September. First sets will be AM table, console and phono combinations, with FM on higher frequency and television to follow when materials are made available. War work has resulted in several new and simplified features which will give AM and FM sets greater range, selectivity and tone. Biggest problem is price-range limitations and shortages of materials.

BENDIX RADIO (Division of Bendix Aviation Corp.)—Will deliver sets in October, but not a full line. At first they will be mostly table models, with two or three console models before Christmas. Early models will not have FM, but it will come later. Television will be added in 1946. Bendix did not make receiving sets before war, but was largest maker of communications equipment, especially for airlines. Has been one of three largest communications equipment makers during war. Big plant built in 1941 can now be turned over to receivers. Has spent million-and-a-half dollars to get ready, plus million dollars in advertising.

COLONIAL RADIO Corp. (subsidiary of Sylvania Products)—Volume production expected by October, including AC, battery, auto, combination sets. Upper FM band will soon be included in many models. Company formerly sold King and Colonial sets besides supplying large merchandisers such as Sears Roebuck. First production will take care of private-brand contracts. Portables, table and console models will be produced. New styles to be made. Chassis will have longer-lived components due to war improvements. Reconversion from war production well under way. Tin shortage a factor. Television to come later.

EMERSON RADIO & PHONOGRAPH Corp.—Plans to start production of four models: 1, table radio-phonograph combination; 2, threeway portable for outdoor use; 3, table compact; 4, personal radio. Company hopes to have those four types in production by Oct. 1 and on market by end of year. Design and construction of receiving sets will be different from the 42 models, company spokesmen said. Consoles not likely to go into production, before 1946. FM and television sets are scheduled for production in 1946.

FARNSWORTH RADIO & TELEVISION Corp.—Production depends on availability of materials but first AM sets should be released to distributors within 60 to 90 days. Table models first, with console and combinations close behind. FM on higher frequency only. Television sets will go into production whenever public demand and material availability permit. Designs will be new and improved, with heavy concentration on deluxe wood cabinets, some plastics in lower price range. Quality of merchandise will be first consideration.

FREED RADIO Corp.—Does not expect to have sets on market for

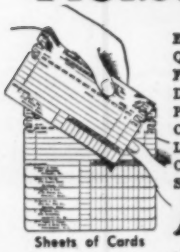
(*Continued on page 74*)

O-Cedar Campaign

O-CEDAR Corp., Chicago (polishes), will begin fall housecleaning campaign Sept. 10 using spots on approximately 75 stations now being lined up. Contracts will run at least seven weeks and are placed by Aubrey, Moore & Wallace, Chicago.

Visible Record (500 Cards) **$3.45** Complete

25 Card-Sheets Show FACTS on 500 Cards



Sheets of Cards

Easy
Quick
Flexible
Durable
Portable
Compact
Low Cost
Convenient
Saves Time

Use Cards only. Join together. File sheets of Cards on edge in correspondence folders —Half inch visible margin. Send order. 500 Blank Cards 6x4 inch $3.45—10x4 $5.30 500 Printed Cards 6x4 inch $6.70—10x4 $8.50 Use Visible Indexing, Color Signaling, Visible Tabulation of vital information. Ten years national use. Send no money. Satisfaction Guaranteed.

Cost
Sales
Stock
Ruled
Credit
Payroll
Purchase
Prospects
Collection

Write for Catalog

Handifax VISIBLE CARD RECORDS

Ross-Gould Co. 339 N. Tenth ST. LOUIS

"Sometimes I wish they'd listen to something besides WBZ."

"Sometimes I wish they'd listen to something besides WCSH."

"Sometimes I wish they'd listen to something besides NERN."

"Sometimes I wish they'd listen to something besides WJAR."

"Sometimes I wish they'd listen to something besides WTIC."

Ample stocks alone are not enough to compete with the peak program and power impact of NERN. But adequate mention on NERN will move goods into 96.6% of all New England homes, owned by folks with nearly a third more purchasing power than the national average.

For NERN reaches those people with more than three times the power of any other combination. And NERN stations, all of which are NBC affiliates, carry the network shows most people listen to most, plus skilfully executed local programs.

Listening ease is reflected in advertiser convenience, for on NERN you pay only $292 per daytime quarter-hour, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

"Sometimes I wish they'd listen to something besides WLBZ."

"Sometimes I wish they'd listen to something besides WRDO."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

Nationally represented by

WEED & COMPANY

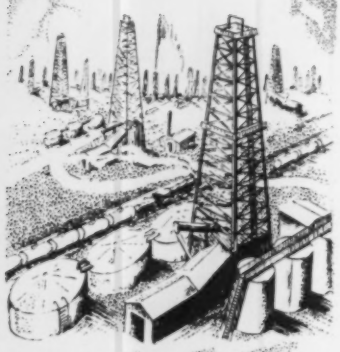
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

Get Your Share of KANSAS OIL MONEY



thru KANS the NBC Station in Kansas' No. 1 Market WICHITA

Represented By

HEADLEY REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco

Program Ratings

BORGE LEADS NIGHT SHOWS IN CANADA

THE VICTOR BORGE show is the most popular evening program in Canada, according to the August national evening rating report of Elliott-Haynes Ltd., Toronto and Montreal, with a rating of 13.6. The remaining leading ten Canadian evening programs are *Waltz Time* with a rating of 12.8, Reader's Digest, *Album of Familiar Music*, Frances Langford show, *Treasure Trail* (Canadian origination), Bing Crosby *Music Hall, Big Town, Green Hornet* (Canadian origination), Alan Young show, and Rise Stevens.

Leading French-language programs for August evening ratings are *La Course au Tresor* with a rating of 13.7, followed by *Secrets du Dr. Morhanges, Metropole*, and *Vie de Famille*.

* * *

Listeners Per Set Ratings

Program highest in listeners per listening set, according to the Aug. 15 Hooper Rating, was *Summer Hour* with 3.09. Following it are *Saturday Nite Serenades*, 3.01; *Lone Ranger*, 2.97; *Quiz Kids*, 2.88; *Blondie*, 2.83.

Average evening sets-in-use reported by the poll were 19.1, 0.3 more than a year ago and same as the last report while average evening audience rating was 5.7, down 0.1 from the report two weeks previous but up 0.2 from the same period a year ago. The average evening available audience was 71.3, a decrease of 0.1 since the last report and the same as a year ago.

Take It or Leave It had the highest sponsor identification index, 90.2; Alexander's *Mediation Board*, most women listeners per set with 1.63; *Summer Hour*, most men with 1.12; *Lone Ranger*, most children with 1.21.

Joan Davis on CBS

LEVER BROS., Cambridge, Mass. (Swan soap), on Sept. 3 starts Joan Davis Show on 147 CBS stations, Monday, 8:30-8:55 p.m. (EWT), with West Coast repeat, 8:30-8:55 p.m. (PWT). Besides starring Miss Davis, comedienne, featured will be Andy Russell, singer, with Harry von Zell as stooge and announcer. Paul Weston is musical director. Besides team of David Victor and Herb Little, writers include Jack Harvey, Si Wills and Jay Sommers. Dave Titus is Hollywood producer of Young & Rubicam Inc., agency servicing account. Dick Mack has been assigned program director for William Morris Agency, handling package deal.

Mrs. R. C. Cosgrove

MRS. R. C. COSGROVE, wife of R. C. Cosgrove, RMA president, died last Thursday. Services were held in Cincinnati on Saturday.

Radio Sets

(*Continued from page 72*)

at least three to six months. Line will be AM-FM combinations running from about $400 to $1,000 or more and will probably include one table model but mostly consoles. Scarcity of wood for cabinets causing delay. Company refuses to distribute receivers that have not been tested and sets can't be tested on new FM band until someone is broadcasting on that band, not expected before December at the earliest, it was stated. Armstrong's Alpine stations will probably be the first. FCC prohibition of dual-band receivers is a confusing factor at moment, could result in further delay in set manufacture as there won't be much demand for sets in high band until a number of stations are broadcasting there, and it may be a year or two before that occurs.

GALVIN Mfg. Corp., Chicago—Production began Aug. 20 and will be available to public by Oct. 1, according to Victor A. Ervine, advertising and sales promotion manager. Production will equal last quarter of 1941 and step up is expected in 1946. Firm offers complete line of table models, console, farm sets, large and small portables and auto radios. Top models will carry upper FM band. Entire line has been newly-designed in period and modern styles and plastic material will be used for a number of the cabinets. Roll-o-Matic record changer and Top-vue tuning device offered. Not much will be done with television until early 1946.

GENERAL ELECTRIC Co.—Will have first line in production about Oct. 1, including table models, combinations and portables. Company will attempt to make deliveries to all dealers in sufficient quantities so they will have sets to sell as well as demonstrate. Television and FM receivers go into production about first quarter of next year, it is expected, but not in time for 1945 Christmas business. Problems of adapting FM sets to 100 mc band and FCC Chairman Porter's letter about two-band FM sets may hold them up even longer. GE will not use converters but will produce sets that will receive directly whatever bands stations transmit on. Emphasis will be on quality, even if competitors get their sets on market first.

HALLICRAFTERS Co.—Company is prepared with distribution plan for home-receiver market, with five or six table models and phono-radios under Echophone label under production. Foreign markets will receive large share of company business. Table and console models all have FM on new high-frequency bands, also equipped for AM shortwave. All FM receivers are tested by company's own FM transmitting station.

HAMILTON RADIO Corp.—Expects to bring out 190,000 Olympic receiving sets in the first six months of production, subject to availability of components. Firm hopes to be in production in eight weeks. Will concentrate on table models until bottlenecks in tubes and wood have opened. Table model line will include wood and plastic, AC and AC-DC and at least one combination. All will be equipped with "Tru-Base" device for improving tone of table receivers. Company will make FM receivers later and go into television eventually.

INTERNATIONAL DETROLA Corp. (Detrola Radio Division)—Will start shipment of finished receivers Sept. 15, mostly table models. Most of production goes to large merchandising companies, carrying their private brands. Sets with Detrola name will be sold only in Michigan. Company makes some components and buys others. Has more orders than it can possibly fill. All types of components and materials are difficult to obtain. Some receivers will include FM. Television will be included when it's ready.

MAJESTIC RADIO & TELEVISION Corp.—Starting production in October, but date of delivery to distributors not fixed. AM radios and combinations will be in table and console models in new designs and plastics. FM models with higher band, will come later, and television models early next year.

PHILCO Corp.—One of largest in the business, Philco expects to be in production within 60 days. Bottleneck in components and cabinets is tough. Dealers should have sets on sale in November. Line will be fairly complete at first, including some models with 88-108 mc FM and others with phono. Television models will be made as soon as home set production is running smoothly.

PILOT RADIO Corp., New York—Expects to have some radio sets on market within 60 to 90 days, but types and models not definitely decided. About 25% of sets will be FM receivers. Pilot plans no production of television sets in 1945 and possibly not until the second half of 1946.

RCA (RCA Victor Division)—RCA Victor will have a kick-off line of receivers of all types. Majority will be best 1942 models and

(*Continued on page 76*)

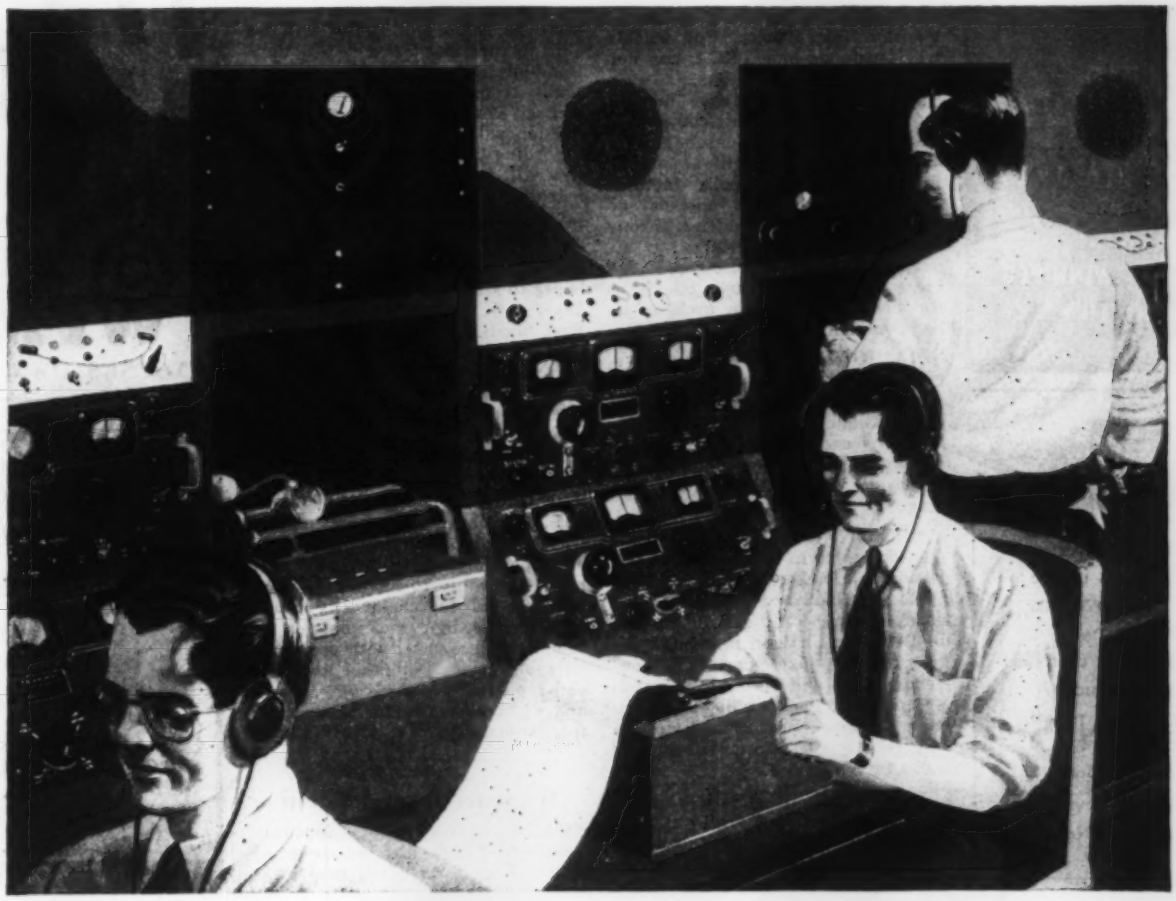
KOIN

"In the People's Cause"

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.



RID at work: HOW RADIO INTELLIGENCE DIVISION KEEPS WATCH...

● The radio amateur has distinguished himself outstandingly in the service of his country in time of war. One of his most important jobs is in the RID — Radio Intelligence Division of the Federal Communications Commission. Above you see sketches of typical hams at work in the intercept room of one of the RID's monitoring stations. With high powered, extraordinarily sensitive equipment like this, manned by experts, the RID patrols the ether, spots illegal transmitters, locates lost planes and keeps watch on the entire radio spectrum to guard home front security. Vigilance like this has put more than 400 clandestine stations out of commission. About 70% of the personnel employed by RID consists of licensed amateur radio operators. For these exacting technicians Hallicrafters has developed the finest equipment that can be made. When the time comes Hallicrafters will be ready with a full line of HF, VHF and UHF communications equipment — designed specifically for the amateur and for all others who need the latest and best combined "in the radio man's radio."

COPYRIGHT 1945 THE HALLICRAFTERS CO.

This is a model SX-28A, a communications receiver operating on a frequency range of 550 kc to 42 Mc, continuous in 6 bands including regular broadcast band.

hallicrafters RADIO

THE HALLICRAFTERS CO., WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT, CHICAGO 16, U. S. A.

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
should make sure that his
schedule includes
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

IN PHILADELPHIA
1ST. IN SPORTS
10,000 WATTS
DAY & NIGHT
Philadelphia's Most Powerful Broadcaster
WIBG
SELLS! SELLS! SELLS!

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Radio Sets

(Continued from page 74)

remainder will be postwar design. This applies to broadcast and combination instruments. FM models will be upper band. RCA has not heretofore made FM sets.

First sets should reach market in 60 days or less. Full conversion started last Friday. Console models and television sets will be manufactured in Indianapolis factory. Table and portable models at Bloomington, Ind. Camden will concentrate on transmitters for all purposes, records, electronic devices for industry and television for non-home use. No problem in reconversion for tubes and records.

RADIO & TELEVISION Inc.—Plans to have a number of small sets and table model radio-phonograph combinations ready for delivery by end of October. Company plans for production of FM and television sets, still in nebulous stage.

SENTINEL RADIO Corp.—Production starts in September, distribution in October. Initial sets will include table models and phono combinations, with console models in December. FM on new band after first of next year. FM converter units will be used on standard radios. Plastics will be used in new designs—mostly modern. No television plans. Plant will employ 1,000 by November.

STEWART WARNER Corp.—By Sept. 15 radio division expects to have 100 sets in 13 models ready for distributor delivery. Retail delivery will start thereafter with a production quota of 5,000 per day. Company has a backlog of $18,000,000 in orders and will meet it with AM radios and phono combinations in table and console models, replacing FM on higher frequency and television after first of the year. Will offer both table and console TV models in two styles with direct and projection screens. New lines feature a balanced loop aerial system, greater freedom from background noise and minimum hum for AC and DC radios. Smaller six-tube sets said to have range of prewar eight-tube models.

STROMBERG CARLSON Co.—Hopes to have production under way in October on AM sets, with some sets in dealers' hands for holiday trade. Early line will include AM table and console models and combinations. Components difficult to obtain and are one of main causes of delay. Later company will make sets with FM, and plans to include both bands. Television will be added next year. Company has own cabinet plant and is building additional capacity.

WELLS-GARDNER Co.—Production will begin in November, television late next year. Prewar business all private-brands. Emphasis will be on table models. Biggest bottleneck is shortage of woods, plastics and shellacs.

WESTINGHOUSE Mfgr. Corp. (Receiver Division) — Westinghouse is in set market with both feet. Manufacturing will start in Sunbury, Pa., plant in October. Sets will be on market for holidays. Production line, formerly making airborne radio and radar, will be able to turn out 5,000 sets a day. Company plans complete line of sets, but may not have all models at first. Perhaps 40% of early production will have upper FM band, according to indications. Designs are all ready. Some component bottlenecks indicated. Television sets will be made in due time.

ZENITH RADIO Corp.—With all war contracts cancelled, Zenith hopes to start production within 60 days, with distributors due to get first models of all lines. WPB quota of 100,000 sets a year will be surpassed with recent release of priorities. All models will be entirely new, but most sets will be AM in table model, console and phono combinations. FM on both old and new frequencies will be released as materials are made available. Television will not get underway until broadcasting is able to offer public greater program variety, according to company policy. Cabinets will feature quality woods of Borox design and plastics in color for all models, with emphasis on table types. Company has operated own video since war began and will use station for experimental purposes.

Oxarart Forms Firm

FRANK OXARART, formerly Southern California manager of The Biow Co., Hollywood, has formed his own advertising agency under firm name of Frank Oxarart Adv. and is established at 672 S. Lafayette Park Place, Los Angeles. Telephone is Drexel 8138. In addition to other accounts, firm has been appointed to handle advertising of Caltone Corp., Anaheim, Cal. (Top-Taste Drop-O-Lemon), which on Sept. 3 starts sponsoring daily participation in *Housewives Protective League* on WJZ New York and WBBM Chicago; *Home Maker's Calendar* on KOMO Seattle, and Loyal Lamont's program on KJR Seattle. San Francisco market is being covered by participation in *Alarm Klok Klub* on KJBS; Ann Holden on KGO and Emily Barton on KFRC. Contracts are for 52 weeks. Stations in other major markets also are being added.

Batcheller Anniversary

ARTHUR BATCHELLER last Thursday celebrated his 25th anniversary as inspector in charge of the New York office of the FCC's engineering department field division. In 1916 he was appointed radio inspector of the New England district for the Department of Commerce. During World War I he served as a communications specialist in the navy. Before going with FCC, he established a radio telegraph school in Boston.

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

The COMBINATION to GEORGIA
WGST ATLANTA
WMAZ MACON
WTOC SAVANNAH
AVAILABLE AT COMBINATION RATES
The GEORGIA MAJOR MARKET TRIO
Represented by
THE KATZ AGENCY, Inc.

THROUGHOUT THE DEEP SOUTH
Folks Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
AMERICAN BROADCASTING COMPANY

Two sides to every story?

HERE'S ONE WITH FOUR!

OF CANADA'S TOTAL buying power, Ontario represents over 40%. This huge slice of such a rich, stable market is covered in Toronto by four stations. So, whether your job is merchandising or time-buying, it is well worth your while to study this four-sided set-up.

LOOK AT POPULARITY! For 17 years, CFRB has maintained a strongly *diversified* programme policy. It has also been, for many years, the basic Columbia outlet for this rich market. As a result, people know CFRB as the station where their favourites are!

LOOK AT COVERAGE! Station CFRB Toronto is a charter member of the Bureau Broadcast Measurement. It operates on 10,000 watts, *day and night*, with the largest primary coverage of any station in Ontario, largely concentrated in the rich, south-western area where the people and the money are. Check the BBM report!

LOOK AT INFLUENCE! Because it is the most popular station, with biggest coverage in Canada's richest market, CFRB is Canada's most *influential* station. It influences people, it influences SALES! Check the list of advertisers who, *year after year*, depend on CFRB to deliver the goods. On CFRB you're in good company!

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONTO

First for ENTERTAINMENT! First for INFORMATION! First for INSPIRATION!

Report

(Continued from page 15)

politan stations. In the remainder of the country (Area II) 10 frequencies will be available for Community stations and 60 for Metropolitan and Rural stations. A full description of Community, Metropolitan, and Rural stations is contained in this report.

Even when the two megacycles between 106 and 108 mc are made available for FM broadcasting in Area I, difficult allocation problems still remain and the Commission must choose between two alternative proposals. Under the first alternative Metropolitan stations would be spaced far enough apart to enable them to serve to their 50 microvolt contour. Under the second alternative, Metropolitan stations would be placed much closer together so that these stations would not be able to serve to their 50 uv/m contour in all directions.

Under the first alternative only a very limited number of Metropolitan stations could be authorized in Area I because the cities are so close together. For example, tentative estimates indicate that if all Metropolitan stations were to be fully protected to their 50 uv/m contour and were authorized to use the equivalent of 20 kw radiated power with an antenna height of 500 feet, no more than approximately 60 Metropolitan stations could be located in this part of the country. This compares with a total of 125 AM stations which are presently allocated in this part of the country, of which 80 have power of 500 watts or more. Moreover, under such an allocation plan New York would have no more than 10 Metropolitan stations, Boston 6, and Philadelphia, Washington and Baltimore 5, each. Smaller but nevertheless important cities like Hartford, New Haven and Bridgeport would have 2 Metropolitan stations each, while cities like Springfield, Mass. and Scranton would each have but one Metropolitan station. Thus under the first alternative there would be fewer FM stations in the eastern part of the United States than there are AM stations. Moreover, it would be impossible to have even as many nationwide FM networks as there are existing AM networks since some of the important cities which are necessary for a nationwide network would have but one or two stations and hence could not supply outlets for all the existing networks. This alternative would retard the development of FM broadcasting and would automatically deny many AM licensees any opportunity of shifting over to FM broadcasting, no matter how well qualified they might be. Such a situation is clearly not in the public interest.

Second Alternative

Under the second alternative, Metropolitan stations would not be able to serve to their 50 uv/m contour in all directions. However, as a result these stations would be placed much closer together and hence there would be more stations. Moreover, it should be pointed out that even though these stations will not be able to serve to their 50 uv/m contour in all directions, the primary service area of such stations will in practically all cases be substantially equal to the primary service area of even the clear channel AM stations, and will be much greater than the primary service area of other AM stations. Under this alternative, our studies indicate, it will be possible to allocate in Area I at least as many Metropolitan FM stations as there are existing AM stations (whether high or low power) plus as many as 50 per cent more in most communities.[1] The commission is of the opinion that it is much more in the public interest to have a large number of stations each with a somewhat smaller service area (although larger than the primary service area of AM stations) than a few stations each with a large service area.[2]

For the purposes of allocation, the United States will be divided into two areas. The first area (Area I) includes southern New Hampshire; all of Massachusetts, Rhode Island and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; parts of Maryland; and eastern Pennsylvania as far west as Harrisburg. In addition the demand for frequencies in some of the territory contiguous to Area I may in the future exceed the supply and when it does this region will be added to Area I. Until this happens this region will not be included in Area I but applications from this region will be given special study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania and New York (except the northeastern corner) not included in Area I; the northern half of West Virginia; all of Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan.

The second area (Area II) comprehends the remainder of the United States not included in Area I.

Channels Divided

The channels available for FM broadcasting will be divided in these two areas as follows:

(a) **Community Stations**—Twenty frequencies beginning with 104.1 and ending with 107.9 megacycles will be allocated for Community stations in Area I and 10 frequencies beginning with 104.1 and ending with 105.9 megacycles will be allocated for Community stations in Area II. The 10 frequencies from 106.1 to 107.9 megacycles which are available for Community stations in Area I but not in Area II will be assigned in Area II in the future in accordance with the needs of the area as shown by future developments. In the meantime, they will be available for facsimile.

It will be noted that the Community stations are put at the top of the FM band instead of the bottom as proposed in the Commission's order of June 27. The reason for this is that at the hearing there was some evidence that it might take longer to develop high power on the higher frequencies of the FM band than at the lower portion thereof. Since it is proposed to limit the power of Community stations to 250 watts, these stations should have no difficulty in beginning immediate operation on the higher frequencies.

Community stations will be limited to a maximum effective radiated power of 250 watts and a maximum antenna height of 250 feet over the average height of the terrain 10 miles from the transmitter. Upon proper showing that an antenna height in excess of 250 feet is necessary, authorization will be issued for such higher antenna but the Commission may in such cases require a reduction in radiated power. The main studio of Community stations shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

All the 20 frequencies allocated to Community stations in Area I will be available in communities which are not the principal city of a metropolitan district. In addition, 10 of these channels will be available for assignment in principal cities of metropolitan districts which have less than 6 Metropolitan stations.[2] In Area II, Community stations will be available for assignment to any community that is not the principal city of a metropolitan district.

A minimum separation of 50 miles will be provided in the case of Community stations on the same channel and a minimum of 35 miles on adjacent channels. Insofar as possible, Community stations will be allocated on the basis of multiples of these distances with the maximum separation possible.

(b) **Metropolitan and Rural Stations**—Sixty frequencies (92.1-103.9 mc) will be available for Metropolitan stations in Area I. In Area II these 60 frequencies will be available for both Metropolitan and Rural stations. No Rural stations will be assigned in Area I.

(i) **Area I**—At the hearing two different proposals were made to the Commission for the allocation of stations in the eastern part of the United States. Under one proposal stations would be licensed to serve many markets so that the 1000 uv/m contour of such a station would include, for example, Boston, Worcester, Springfield, Providence, New Bedford and Fall River besides many smaller cities. Under the second proposal stations would be permitted to serve a single market only.

The allocation which the Commission is adopting does not follow either plan entirely. Due to the fact that metropolitan areas in Area I are concentrated, the licensing of wide coverage stations would seriously limit the total number of stations which could be included in this area. On the other hand, it is not feasible or desirable to restrict the 1000 uv/m contour of stations to a single metropolitan district or market since in many instances these markets are so close together that an abnormally small service area would result from limiting the service of the station to a single market. What the Commission proposes to do in Area I is to locate Metropolitan stations in such a manner that there will be a maximum number of stations in this region while at the same time ensuring to all listeners in this area the opportunity of having a choice of at least several FM signals. To accomplish this objective, Metropolitan stations will be located much closer to each other in Area I than in Area II. This will mean that Metropolitan stations will not be able to serve to their 50 uv/m contour in all directions. However, as has been pointed out, this service area will be larger than the service areas of AM stations. In general, Metropolitan stations in Area I will be licensed to use the equivalent of 20 kilowatts radiated power with an antenna height of 500 feet. Where higher antenna heights are available, they should be used but in such cases reductions in power will be required. The Commission may also authorize antenna heights less than 500 feet where requested, but in such cases the stations will not be permitted to increase radiated power in excess of 20 kilowatts as the evidence shows that increase in power results in more severe tropospheric interference.

Under this plan, Metropolitan stations in Area I will lay down a 1000 uv/m signal not only in the metropolitan district in which they are located, but in some cases also in metropolitan districts that may be adjacent or contiguous thereto. Moreover, since it is not possible to assign Rural stations in Area I, the type of service rendered by the Metropolitan stations will be required to meet the needs and requirements of the rural listeners residing in this Area as well as of the urban listeners.

Preliminary studies by the Commission indicate that under this allocation plan all listeners in Area I, whether urban or rural, will have the opportunity of having a choice of several FM signals. The Commission intends to scrutinize closely the licensing of stations in this area to make sure that this result is achieved. If it should develop that this result is not achieved, the Commission will take appropriate action either by the licensing of Community stations or by adjusting the service areas of Metropolitan stations in an appropriate manner.

Possible Allocation

For illustrative purposes only and not as a standard of allocation there is set forth below a table showing a possible allocation of Metropolitan stations in Area I. This table shows the number of AM stations in cities in Area I, the number of possible Metropolitan stations that could be located in such cities, and the number of 1000 uv/m signals from Metropolitan stations in other cities which could be received in these cities. It should be pointed out that the mere fact that certain cities are set forth in this table does not in any way indicate that Metropolitan FM stations will be licensed in those particular cities rather than in some neighboring cities. The Commission will consider applications for Metropolitan stations from any communities in Area I whether or not listed in the table, and all such applications will be considered on their individual merits. The purpose of the table is simply to show that under the allocation plan adopted by the Commission it will be possible to have at least as many Metropolitan stations in Area I as there are AM stations and in most cities 50 per cent more. One other point should be mentioned. The table shows only Metropolitan stations. Community stations may be used to supplement the assignment in cities which have less than 6 Metropolitan stations.

The table is as follows:

Location of Stations	Population	No. of Existing AM Stations	No. of Possible Metropolitan Stations for the City Where AM Stations Are Located or in Nearby Cities	Channel No. ***	1000 uv/m Signal From Metropolitan Stations Located in Other Cities
CONNECTICUT					
Bridgeport	147,121	2	3	50, 52, 54	9
Hartford	166,267	4	6	2, 4, 6, 8, 10, 12	10
New Haven	160,605	2	5	22, 24*, 26*, 28*, 30*	7
New London	30,456	1	2	32, 34	0
Stamford	47,938	1	**		3
Waterbury	99,314	2	4	14, 16, 18, 20	14
DELAWARE					
Wilmington	112,504	2	3	36, 38, 40	13
DISTRICT OF COLUMBIA					
Washington	663,091	6	12	1, 3, 11, 17, 19, 35, 42, 44, 46, 48, 57, 59	0
MARYLAND					
Baltimore	859,100	5	10	5, 7, 9, 21, 23, 25 27, 29, 31, 33	0
Frederick	15,802	1	**		0
Hagerstown	32,491	1	**		0
Salisbury	13,313	1	**		0
MASSACHUSETTS					
Boston	770,816	7	10	1, 3, 5, 7, 9, 11, 13, 15, 17, 19	4
New Bedford) Fall River)	110,341) 115,428)	2	3	37, 39, 41	6
Fitchburg	41,824	1	**		8
Greenfield	15,672		**		0
Holyoke) Springfield)	53,750) 149,554)	4	6	36, 38, 40, 42, 44, 46	8
Lawrence Lowell Haverhill	84,323) 101,889) 46,752)	3	4	33, 35, 43, 45	12
Portsmouth, N. H.	14,821)				
Pittsfield	49,684	1	**		12
Salem	41,213	1	**		14
Worcester	193,694	3	4	49, 51, 53, 55	0
W. Yarmouth-Hyannis	3,424	1	**		0
NEW HAMPSHIRE					
Manchester	77,685	2	2	57, 59	4
NEW JERSEY					
Asbury Park	14,617	1	**		20
Atlantic City	64,094	2	**		0
Bridgeton	15,992	1	**		3
Camden	117,536		See Philadelphia		19
Jersey City	301,173	1	**		20
Newark	429,760	2	**		20
Paterson	139,656	1	**		20
Trenton	124,697	2	3	49, 51, 53	13
Zarephath	300	1	**		23

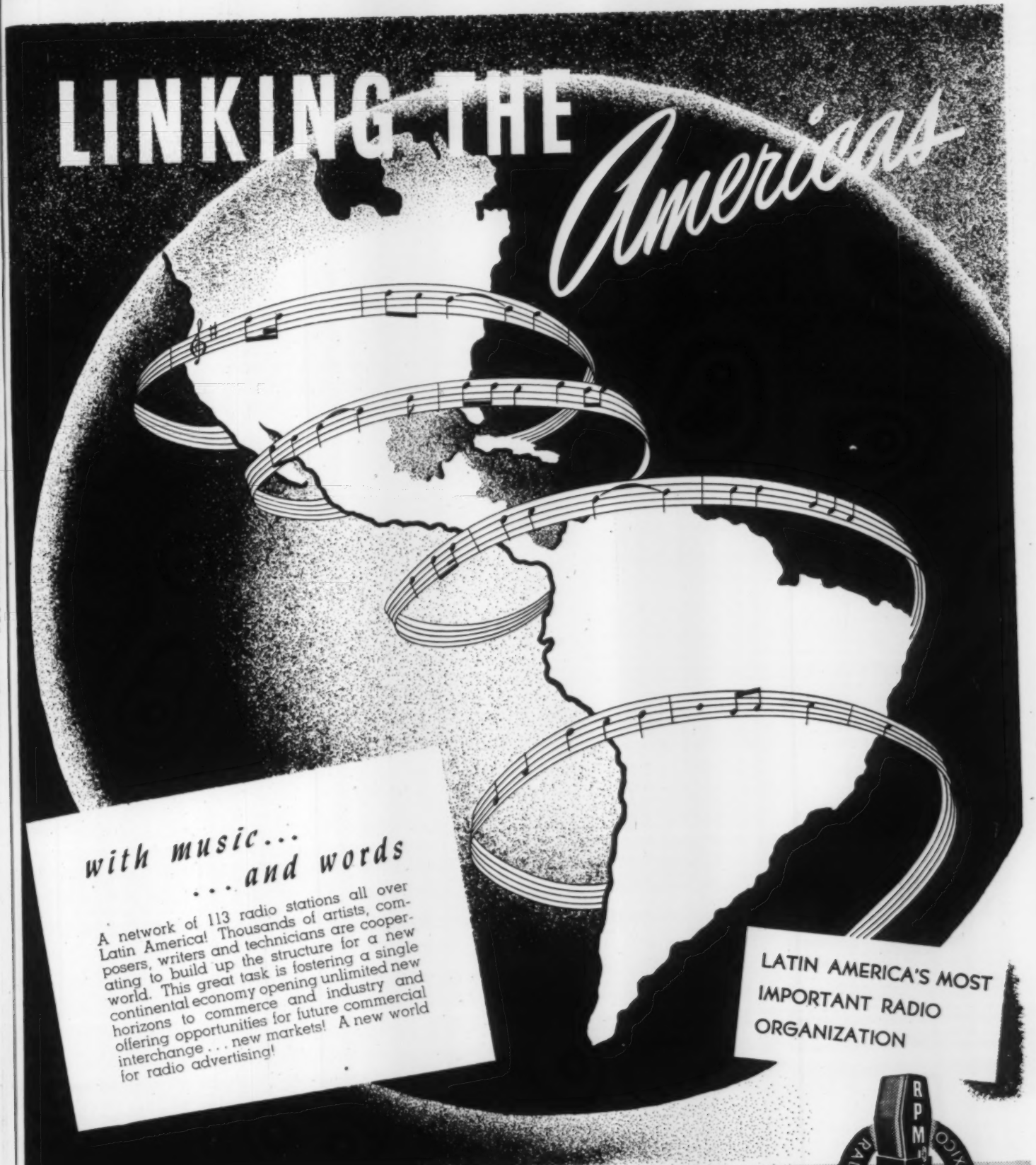
(Continued on page 80)

[1] A possible distribution of such stations among the cities in the eastern part of the United States is shown in the table.

[2] Section 307 (b) of the Communications Act provides:

In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.

[2] For the time being, until more FM stations are authorized, the Commission will not authorize Community stations in principal cities of metropolitan districts having 4 or more AM stations.


LINKING THE Americas
with music...
...and words
A network of 113 radio stations all over Latin America! Thousands of artists, composers, writers and technicians are cooperating to build up the structure for a new world. This great task is fostering a new continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange... new markets! A new world for radio advertising!
LATIN AMERICA'S MOST IMPORTANT RADIO ORGANIZATION
RPM
RADIO PROGRAMAS DE MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P.O. Box 1324 MEXICO, D.F.- EMILIO AZCARRAGA, Pres: CLEMENTE SERNA MARTINEZ, V.Pres. Gen. Mgr.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

AP
WPDQ, Jacksonville, Florida
"That Telescript, 'Washington Today' is a good broadcast . . . already sold."
Robert R. Feagin, General Manager
available through
PRESS ASSOCIATION, INC
50 Rockefeller Plaza
New York, N. Y.

FOR AIR CHECK SERVICE
"AS OTHERS HEAR IT"

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

FM Report

(Continued from page 78)

Location of Stations	Population	No. of Existing AM Stations	No. of Possible Metropolitan Stations for the City Where AM Stations Are Located or in Nearby Cities	Channel No. ***	1000 uv/m Signal From Metropolitan Stations Located in Other Cities
NEW YORK					
Albany) Schenectady) Troy)	130,577) 87,549) 70,304)	6	12	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 56, 58	0
Brooklyn	2,698,285	3	**		20
Freeport	20,410	1	**		20
Kingston	28,589	1	**		0
Middletown	21,908	1	**		0
Newburg	27,805	1	**		0
New York City	7,454,995	13	20	3, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45	0
Poughkeepsie	40,478	1	**		0
White Plains	40,327	1	**		23
Woodside		1	**		20
PENNSYLVANIA					
Allentown) Bethlehem) Easton)	96,904) 58,490) 33,589)	2	4	1, 55, 57, 59	3
Harrisburg	93,893	3	6	15, 37, 39, 41, 43, 45	5
Hazelton	38,009	1	**		0
Lancaster	61,345	1	2	56, 58	9
Philadelphia	1,931,334	10	13	4, 6, 8, 10, 12, 14, 16, 18, 20, 24*, 26*, 28*, 30*	6
Reading	110,568	2	4	22, 32, 34, 47	2
Scranton) Wilkes-Barre)	140,404) 86,236)	5	9	5, 7, 36, 38, 40, 42, 44, 46, 48	0
York	56,712	2	5	2, 13, 50, 52, 54	8
RHODE ISLAND					
Pawtucket) Providence)	75,797) 253,504)	4	6	21, 23, 25, 27, 29, 31	3

* This channel is also available for assignment in the Mt. Washington area for a wide coverage station.

** This city would be eligible for Community stations.

*** For convenience, the 60 FM channels available for Metropolitan stations have been numbered 1 through 60 starting at 92.1 mc.

Area II Stations

(ii) **Area II Metropolitan Stations**—Metropolitan stations in Area II are designed primarily to render service to a single metropolitan district or a principal city, and to the rural areas surrounding such metropolitan district or principal city. The Commission will designate service areas for Metropolitan stations in Area II.[4] At this time, however, the Commission will not require Metropolitan stations to serve this entire area, but attention is called to the fact that licensees of Metropolitan stations will at this time be required to serve an area substantially greater than would be served by a Community station, as otherwise there would be a wasteful use of the frequency. In the future, in determining whether the Commission should require all Metropolitan stations to serve the entire area specified by the Commission, the Commission will give consideration to all pertinent factors such as economics, the competitive situation, other services in the area, the demand for frequencies, and the extent to which Metropolitan stations have voluntarily extended their service areas to include substantially the service areas specified by the Commission. Applicants for Metropolitan stations in Area II should keep this in mind when choosing antenna sites and in making long-range plans concerning the operation of their stations.

(iii) **Area II Rural Stations**—Licensees of Metropolitan stations or applicants who desire to qualify as Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. As a guide, the Commission will consider that the additional area beyond the service area of a Metropolitan station which is proposed to be served is predominantly rural in character if at least 50 per cent of the population proposed to be added within the 50 uv/m contour live in rural areas or in communities smaller than 10,000. Exceptions to this rule will be made where a showing is made to the Commission that due to conditions of terrain or local factors, more extended service to unserved rural areas is possible by licensing Rural stations to serve an area which does not meet the above test than would otherwise be possible.

[4] In determining service areas for particular communities, the Commission will give consideration to population distribution, terrain, trade areas, economics and other pertinent factors. There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Hagstrom Map Co.'s Four Color Retail Trading Area Map.

PART II

With respect to the other suggested rules and regulations which were set forth in the Commission's order of June 27, 1945, the Commission took the following action:

(1) **Minimum Operating Schedules.** All FM stations will be licensed for unlimited time operation and initially will be required to operate a minimum of six hours per day for aural broadcasting. Simplex facsimile transmission will be permitted during hours not required to be devoted to aural broadcasting.

(2) **Program Duplication.** No rules or regulations are being adopted at the present time concerning program duplication.

Multiple Ownership

(3) **Multiple Ownership.** The rule on multiple ownership is the same as the existing Rule 3.230. This is the rule that was set forth in the Commission's order of June 27, 1945. It reads as follows:

Multiple Ownership—(a) No person (including all persons under common control [1]) shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; **provided, however,** that the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM bradcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

[1] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

(4) **Ownership of FM Stations by Licensees of AM Stations.** The Commission does not believe it is necessary to promulgate any rule on this subject at the present time.

(5) **Network Regulations.** The chain broadcasting regulations (Sec. 3.101-3.108) are being made applicable to all types of broadcasting stations.

(6) **Use of Common Antenna Site.** The Commission is adopting a rule which provides that no FM license or renewal of an FM license will be granted to any person who (1) owns, leases, or controls a particular site which is peculiarly suitable for FM broadcasting in a particular area and which is not available for use by other FM licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of FM stations that can be authorized in a particular area or would unduly restrain competition among FM stations.

Booster Regulations Later

(7) **Booster Stations.** No regulation with respect to booster stations is being promulgated at the present time. However, applications for booster stations will be considered on their individual merits.

(8) **Reservation of 20 Channels.** The Commission does not propose to reserve any FM channels from assignment at the present time.

(9) **Facsimile Broadcasting and Multiplex Transmission.** This rule is being adopted in the form contained in the Commission's order of June 27, 1945. It reads as follows:

Facsimile broadcasting and multiplex transmission—Transmission of simplex facsimile on FM channels in accordance with the Commission's Standards of Good Engineering Practice on Facsimile may be permitted, upon application to the Commission, during hours not required to be devoted to FM aural broadcasting. The Commission may grant experimental authority to an FM station for the multiplex transmission of facsimile and aural broadcast programs, provided that the facsimile transmission is incidental to the aural broadcast, does not reduce the quality of the aural program, and that a filter or other additional equipment is not required for receivers not equipped for facsimile service.

KROW Gets Award

OAKLAND Advertising Club in Oakland, Cal., presented its award for a local program of outstanding war service to KROW's *Bell of Freedom* program, sponsored by the Central Bank. Show features recordings of messages from fighting men passing through the city and messages from the families to men overseas. Account is handled by Emil Reinhardt Agency, Oakland.

RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
MUTUAL
Petersburg, Virginia

XUM

How do YOU operate . . . as a time-buyer?

LIKE THIS? Find it rugged getting spots and time?

LIKE THIS? Client raising the roof because you can't buy him enough radio spots?

OR LIKE THIS? Enjoying your job with good coverage through easy-to-get motion picture advertising one-minute spots?

—HERE'S SOMETHING TO THINK ABOUT

- PLENTY of good one-minute movie spots are available *right now!*
- In MOTION PICTURE ADVERTISING your product is on the screen at its best — shown in actual use . . . while your sales story is told convincingly by professional actors . . . plus action . . . music.
- 100% ATTENTION — *All* your audience gets *all your message* . . . as they watch comfortably, receptively . . . with eyes, ears, and minds glued to the screen.
- LOCAL OR NATIONAL COVERAGE—You choose up to 11,000 key theatres strategically located throughout the country . . . at a surprisingly low rate per thousand.
- 30 YEARS' EXPERIENCE guarantee honest, quality service . . . the kind that gets *results*. We take care of all details: planning, script writing, shooting, scheduling, billing, etc.
- WRITE TODAY for full information. No obligation, of course.

UNITED FILM SERVICE, INC.

Home Office: 2449 Charlotte St., Kansas City 8, Mo.

Western National Sales Office: 333 No. Michigan Av., Chicago 1, Ill.

MOTION PICTURE ADVERTISING SERVICE CO., INC.

Home Office: 1032 Carondelet St., New Orleans 13, La.

Eastern National Sales Office: 70 East 45th St., New York 17, N. Y.

AHOY, THERE! GOING INTO DRYDOCK (KY.)?

When sales are slow it's not a barnacle-scraping job you need —it's *customers!* And in Kentucky the place to find 'em is not in such sparsely-settled communities as Drydock, but in WAVE's Louisville Trading Area, home of more industry and of more prosperous people than can be dredged up from the rest of the State *combined.* Shiver our timbers, mate, it'll be many a long voyage before *we* convoy you into Drydock!

LOUISVILLE'S WAVE
5000 WATTS . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

W. H. Beecue says:—

I NEED

an alert, experienced announcer. Control operation required.

This is an unusual opportunity for a postwar future with one of radio's top 250 watters.

Reply with full particulars. Bob Alburty, Manager.

WHBQ

Your MUTUAL Friend

Hotel Gayoso, Memphis, Tenn.

ACTIONS OF THE FCC

AUGUST 17 TO AUGUST 24 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

AUGUST 21

WBT Charlotte, N. C.—Granted vol. assgn. license from Columbia Broadcasting System to Southeastern Broadcasting Co. for $1,505,000.

WFLA Tampa, Fla.—Granted acquisition of control by A. W. Curry and R. Keith Kane, trustees under will of John Stewart Bryan, deceased, D. Tennant Bryan, John Stewart Bryan Jr., and Amanda Bryan Kane of Tribune Co., licensee of station, for consideration of $41,340 for 106 sh.

WLIB Brooklyn—Granted vol. transfer control from Dorothy S. Thackrey to Theodore Corp.

LICENSES for following stations granted renewal for period ending 8-1-47: KFRU KWYO WKWK WSRR KFPW KIUP.

KWFC Hot Springs, Ark.—Granted license renewal for period ending 2-1-47.

WOKO Albany, N. Y.—Adopted order granting request for further extension of special temp. authorization under which WOKO is now operating, and extended time to 11-30-45.

ADMINISTRATIVE BOARD ACTIONS

AUGUST 20

KFWB San Diego, Cal.—Granted mod. license change corporate name from Worcester Broadcasting Corp. to The Jack Gross Broadcasting Co.

ACTIONS ON MOTIONS

AUGUST 21

Centenial Broadcasting Co., Portland, Me.—Granted motion for leave to file supplemental information re applicant's CP and that of Northeastern Radio & Television Corp. for new station.

Tentative Calendar . . .

AUGUST 30

New Iberia Broadcasting Co., New Iberia, La.—CP new station 1240 kc 250 w unl.

Applications . . .

AUGUST 17

NEW-WTRY Troy, N. Y.—CP new FM station, frequency to be specified, 10,598 sq. mi., $52,218 est. cost.

NEW-Winchester Sun Co., Winchester, Ky.—CP new FM station, frequency to be set by Commission, 3,710 sq. mi., $16,630 est. cost.

1480 kc Central Broadcasting Co., Madison, Wis.—CP new standard station amended to change requested frequency from 1070 kc to 1480 kc, change 1 kw D to 500 w N 1 kw D, unl., install DA-N.

NEW-45.3 mc KSTP St. Paul, Minn.—CP new FM station, 16,452 sq. mi., $225,000-$250,000 est. cost.

940 kc KTKC Visalia, Cal.—CP change trans. and studio from Visalia to Fresno, Cal.

NEW-KWBR Oakland, Cal.—CP new FM station, frequency to be assigned by Commission, 6,253 sq. mi., $34,300 est. cost.

NEW-99.1 mc WAIM Anderson, N. C. CP new FM station, 11,900 sq. mi., $48,000 est. cost.

WFCI Pawtucket, R. I.—Dismissed at request of attorney CP change 1420 kc to 1200 kc, increase 1 kw to 50 kw, install new trans., make changes DA.

AUGUST 20

NEW-99.9 mc WHDH Boston—CP new FM station, amended to change requested frequency from 47.7 mc to 99.9 mc, coverage from 3,600 sq. mi. to 11,070 sq. mi.

NEW-95 mc The Troy Record Co., Troy, N. Y.—CP new FM station, frequency in 95 mc band to be set by Commission, 11,380 sq. mi., $55,850 est. cost.

NEW-Peoples Radio Foundation Inc., New York—CP new FM station, frequency not specified, 8,500 sq. mi., $19,500 est. cost.

NEW-1390 kc Blue Ridge Broadcasting Co., Roanoke, Va.—CP new standard station 1 kw DA-DN unl.

NEW-KQV Pittsburgh—CP new FM station, frequency to be set by Commission, 11,900 sq. mi., $92,250 est. cost.

NEW-Unity Corp., Mansfield, O.—CP new FM station, frequency to be set by Commission, 6,014 sq. mi., $19,650 est. cost.

NEW-94.1 mc United Garage & Service Corp., Cleveland—CP new FM station, coverage not set, $63,300 est. cost.

590 kc WGBR Goldsboro, N. C.—CP change 1400 kc to 590 kc, increase 250 w to 5 kw, install new trans. DA-DN, move trans.

NEW-740 kc Radio Broadcasting Inc., Hot Springs, Ark.—CP new standard station 1 kw, 5 kw-LS, DA-N unl.; contingent on grant move KTHS to Memphis.

NEW-1550 kc to Frank H. Ford, Shreveport, La.—CP new standard station 250 w unl.

NEW-1490 kc Athens Broadcasting Co., Athens, Tenn.—CP new standard station 250 w unl.

NEW-1340 kc Voice of Augusta Inc., Augusta, Ga.—CP new standard station, 250 w unl.

NEW-Leaf Chronicle Co., Clarkesville, Tenn.—CP new FM station, frequency not specified, 2,210 sq. mi., $22,750 est. cost.

NEW-46.5 mc James A. Noe, Alexandria, La.—CP new FM station, 7,050 sq. mi., $20,500 est. cost.

NEW-98.1 mc WCBT Roanoke Rapids, N. C.—CP new FM station, 7,800 sq. mi., $35,000 est. cost.

NEW-54-60 mc KRLD Dallas, Tex.—CP new commercial TV station, Channel 2, ESR 1500.

NEW-1340 kc Central Illinois Radio Corp., Peoria, Ill.—CP new standard station 250 w unl.

NEW-49.1 mc Freeport Journal-Standard Pub. Co., Freeport, Ill.—CP new FM station, 4,390 sq. mi., $33,750 est. cost.

NEW-1230 kc Studebaker Broadcasting Co., San Diego, Cal.—CP new standard station 250 w unl.

NEW-1490 kc Amphlett Printing Co., San Mateo, Cal.—CP new standard station 250 w unl.

1460 kc KSAN San Francisco—CP change 1450 kc to 1460 kc, increase 250 w to 1 kw.

NEW-Hughes Productions, a division of Hughes Tool Co., Los Angeles—CP new FM station, frequency to be set by Commission, 7,315 sq. mi. (resubmitted).

NEW-Hughes Productions, a division of Hughes Tool Co., San Mateo County, Cal.—CP new FM station, frequency to be set by Commission, 10,790 sq. mi.

NEW-WBRY Waterbury, Conn.—CP new FM station, frequency to be set by Commission, 7,969 sq. mi., $37,050 est. cost.

NEW-49.3 mc Gore Pub. Co., Ft. Lauderdale, Fla.—CP new FM station, 1,862 sq. mi., $20,700 est. cost.

NEW-46.5 mc James A. Noe, Lake Charles, La.—CP new FM station, 5,808 sq. mi., $25,500 est. cost.

AUGUST 22

NEW-99.9 Guillermo Cortada, Ramon Cortada and George A. Mayoral, New York—CP new FM station amended to set frequency; 8,600 sq. mi. (resubmitted).

NEW-66-72 mc WGAL Lancaster, Pa.—CP new commercial TV station, Channel 4, ESR 907.

NEW-54-60 mc Allen B. DuMont Labs., Pittsburgh—CP new commercial TV station, Channel 2, ESR 3180.

NEW-45.7 mc Herman Radner, Dearborn, Mich.—CP new FM station amended to change frequency from 49.5 mc to 45.7 mc, 2,620 sq. mi.

NEW-49.7 mc Robert F. Wolfe Co., Fremont, O.—CP new FM station amended to specify 1,455 sq. mi.

NEW-45.9 mc WBBB Burlington, N. C.—CP new FM station, 6,230 sq. mi.

1180 kc WLDS Jacksonville, Ill.—Vol. assgn. license from Hobart Stephenson, Milton Edge and Edgar J. Korsmeyer d/b Stephenson, Edge & Korsmeyer to Milton Edge and Edgar J. Korsmeyer d/b Edge & Korsmeyer.

NEW-1210 kc Hobart Stephenson, Centralia, Ill.—CP new standard station, 1 kw D.

NEW-1500 kc San Jose Broadcasting Co., San Jose, Cal.—CP new standard station 1 kw DA-DN unl.

NEW-1230 kc Rio Grande Broadcasting Co., Gallup, N. M.—Mod. CP new standard station (KGAK) change name of partnership of Albert E. Buck and Merle H. Tucker from Rio Grande Broadcasting Co. to Gallup Broadcasting Co.

AUGUST 23

NEW-1230 kc Voice of Talladega Inc., Talladega, Ala.—License to cover CP new standard station (WHTB).

NEW-1490 kc The Covington News Inc., Covington, Ga.—CP new standard station, 250 w unl.

NEW-940 Midwest Broadcasting Co., Mt. Vernon, Ill.—CP new standard station 500 w D.

NEW-45.1 mc KFBK Sacramento, Cal.—CP new FM station, 4,120 sq. mi.

NEW-47.9 mc WAZL Hazelton, Pa.—CP new FM station, 1,900 sq. mi., $20,700 est. cost.

AUGUST 24

970 kc WEBR Buffalo—CP change 1340 kc to 970 kc, increase 250 w to 5 kw, install new trans. DA-DN, move trans.

910 kc WABI Bangor, Me.—CP increase 1 kw to 5 kw.

NEW-1450 kc Athens Broadcasting Co., Athens, Tenn.—CP new standard station 250 w unl.

NEW-1340 kc Robeson Broadcasting Corp., Lumberton, N. C.—CP new standard station 250 w unl.

NEW-1450 kc Dairyland Broadcasting Service, Marshfield, Wis.—CP new standard station 250 w unl.

790 kc KVOS Bellingham, Wash.—CP change 1110 kc to 750 kc.

NEW-550 kc The New Mexico Pub. Co., Santa Fe, N. M.—CP new standard station 1 kw DA-DN unl.

1090 kc KEVR Seattle, Wash.—CP increase 250 w to 10 kw.

NEW-82-88 mc WMAL Washington—CP new commercial TV station, Channel 6, ESR 1370.

New-74-84 mc WCAE Pittsburgh—CP new commercial TV station, Channel 4, ESR 1841.

Coast Disc Firms Form Association

ESTABLISHING three major groups within the organization and drafting by-laws and code of ethics to govern same, Los Angeles area recording firms have formed the Pacific Coast Record Manufacturers Assn. Three divisions are: record companies (label owners); manufacturers (rolling compound, matrix, pressing) and distributors

In addition, label owners have formed a separate organization to be known as Assn. of Independent Record Companies (AIRCO). Leon Rene of Exclusive Record Co. and Jules BiHari of Modern Music Co. are pro tem heads of the latter group.

General meeting of all branches of the Los Angeles area recording industry will be held in early September.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

New Cal. Senator Is Owner of KXL

(Special from Paris)

MAJ. WILLIAM F. KNOWLAND, California's new Republican Senator now in Paris named to finish the unexpired term of the late Hiram Johnson, is a broadcaster as well as a publisher. His newspaper, the *Oakland Tribune*, owns and operates KLX, Oakland independent, with coverage also in the adjacent San Francisco area.

Although not available to BROADCASTING for comment on radio, the 37-year-old senator-designate told Paris newsmen he believed in free exchange of accurate and unbiased news among all countries of the world. This, of course, affects interchange of news by radio. In Europe radio has become the primary news disseminating medium even to a greater degree than in the United States.

Maj. Knowland hopes to arrange his Army discharge in time to enable him to arrive in Washington for the convening of Congress the first week in September. He is attached to the Army Historical Section in Paris now, and has been in the Army for three years.

A private for seven months before being commissioned a second lieutenant at Fort Benning, Ga., he has amassed 96 points in England, France and Germany, plus "unlimited experience that should be put to good use when Congress gets to dealing with veterans' problems of employment, reconversion and better standards of living", he said.

Maj. Knowland served six years in the California legislature, and was a Republican National Committeeman in 1938. In 1940 he was a member of the Republican National Committee and in 1941 was chairman of the executive committee.

[EDITOR'S NOTE: *Senator-elect Knowland, in Paris when this piece was written has just returned to California awaiting convening of Congress in September.*]

HOW TO WRITE FOR PROFIT

—especially for radio—

Never were editors and producers more eager to buy stories and scripts. If yours are not selling or paying enough, you may simply lack technique or the ability to put human interest in your work.

Technique and human interest are the unique features of Palmer training—which for twenty-five years has helped hundreds of new as well as established writers find the most direct road to recognition and profit. Endorsed by Rupert Hughes, Gertrude Atherton, Ruth Comfort Mitchell, Katharine Newlin Burt, Don Quinn, Leigh Crosby, George Fogle.

Mann Holiner, who has produced many leading programs starring Fanny Brice, Frank Morgan, Eddie Bracken, Rudie Vallee, says: "I recommend your course not only to writers hoping to break into radio but also to many who are now in this field as a means of improving their work."

To find out how Palmer can help you, send for free illustrated booklet. Write today.

PALMER INSTITUTE OF AUTHORSHIP

3632 Hollywood Blvd., Hollywood 28, Calif. Dept. CAW 85

VPS Notes

(Continued from page 17)

view them en route, filing copy as he went V-J day caught him inbetween, so he's making good use of his time in touring ETO, getting very worthwhile original copy.

* * *

French Ministry of Information is headed by M. Soustel, one of leaders of resistance forces under Gen. De Gaulle. He is 32, but looks older. Speaks English. As minister, he directs overall radio operations. Once visited U. S. and plans another trip soon.

* * *

Jean Guignebert, director general of Radio Diffusion Francaise, is a big, good-natured gentleman who says he can't speak English. But he understands every word. Questions were asked through an interpreter. The answer would run from 5 to 15 minutes in French. Then M. Guignebert, with a broad smile would shout: "Translation pleese"!

* * *

French radio officials outdid themselves in entertaining the American mission to express gratitude for kindnesses and acts of friendship during France's critical days. State dinner Friday (Aug. 17) ran a dozen courses with five kinds of wine and cordials. Luncheon Saturday was even more pretentious with champagne flowing freely. Dinner took two hours, luncheon nearly three.

* * *

Clair McCollough, Mason-Dixon group, drew the prize hotel assignment in Paris. Everyone else doubled up in sumptious rooms or suites. Clair got one whole suite, elaborately furnished, for himself. Reason: Army housing officials assumed Clair was a lady.

* * *

Joseph H. Ream, CBS senior vice-president, was the fair-haired lad in Paris. Having lived here in 1930-32, speaks French like a native. He was official money counter for the whole group.

* * *

Judge Justin Miller, NAB president-designate heading the mission, got a real thrill in visiting French radio studios. Film recording equipment was demonstrated (of the kind we used to use in U. S.). The equipment, bore the name-plate "Phillips-Miller". The Phillips is the former Phillips, of Eindhoven, Dutch company. The Miller is Judge Miller's brother, J. A. Miller, film expert and inventor who perfected a tape system and heads the Miller Recording Co.

* * *

Commandant Phillippe Desjardin, head of RDF's foreign broadcasts, is one of France's best known radio figures. In addition to heading the French radio underground during the resistance movement, he also installed and was the voice of the famous Radio Brazzeville, in Africa. A wiry, and youthful Frenchman, he speaks an Oxfordian English. He told of how he put Brazzeville together, training natives who could neither read nor write, how to intercept morse code and punch the letters on typewriters. They didn't know what they were doing, but did it well.

* * *

Col. Harry Wilder, owner of WSYR Syracuse and other stations, certainly isn't one to dally. At the AFN tour, Lt. Ben Hoberman, operations officer for France (formerly WMFG Hibbing, Minn.) told the story of bringing a 1,000 w. transmitter, complete, along with Gen. Courtney Hodges' fast-moving army. It was moved every three weeks — on one occasion ahead of the Army itself. It was one of four mobile units housed in vans. Col. Wilder called Lt. Hoberman, offered him a job, and that's that. He doesn't know in what capacity and at which of his stations, but Hoberman's hired.

RUSSIA REQUESTS CHTA PROGRAMS

ON INVITATION of the Soviet Union, CHTA Sackville, N.B., CBC shortwave station [BROADCASTING, Aug. 6], is now transmitting programs in Russian for rebroadcast in the USSR. According to CBC, Canada is the first country to receive such an invitation.

CBC engineering division in Montreal, headed by G. W. Olive, CBC chief engineer, designed the station. Overall coordination of the project was carried out by CBC plant engineer, W. A. Nichols, while construction was planned and supervised by CBC's chief architect, D. G. McKinstry, and his staff. Engineering design was handled by J. E. Hayes, of CBC's transmission and development department. Operation of the plant is supervised by Maritime's regional engineer, H. M. Smith, with a staff of 30 men. Head of the international service is Peter Aylen.

Coast ASCAP Will Meet In Los Angeles Sept. 20

WEST COAST members of ASCAP will hold their annual meeting on Sept. 20 at Slapsie Maxies, Los Angeles. Deems Taylor, president; John Paine, general manager; George W. Meyer, secretary, and Stanley Adams, chairman of the executive committee, plan to attend from New York.

Following the meeting, Mr. Paine plans to leave for South America with Herman Finklestein, ASCAP attorney and Wallace Downey South American representative for ASCAP, to negotiate contracts with performing rights societies. Trip is expected to take from six to eight weeks.

Scoop

PLANS to discharge more than 1,400,000 officers and enlisted personnel from Army Air Forces within the next year were revealed for the first time by Maj. Gen. Fred L. Anderson, assistant chief of AAF, last Wednesday on American's *Headline Edition*.

Hon. Eli Cohan
Joseph Advertising Agency
Cincinnati, Ohio

Dear Eli:

What's new in the big city? Nothing very thrilling in these parts. We're just going along in the same old way . . . doing our best to do a service to the community. I was just thinking last night how much the little things count. I complain lots about the way these fellers rush around, but I've got to admit they do the job! Why it's been a couple of years now that we've made special news feeds into the theatres . . . just important events — headline stuff. And the service clubs get a special five minute news feed at every one of their meetings, too. Seems like a lot of trouble to go to — in my way of thinking, but these folks sure appreciate it. Guess the boys have the right idea. Do the big things, but do the little things too . . . it all comes under the head of "service to the community".

Yrs.,
Algy

WCHS
Charleston, W. Va.

WHBU
Anderson, Ind.

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Announcer wanted by southern 50 kw station. Salary and talent. Excellent opportunity for good man. Box 925, BROADCASTING.

Station manager desired—To direct operations, including sales, of 250 watt network station. Unusual opportunity for alert, aggressive, experienced radio man to become permanently connected with an organization operating a group of stations. Please outline complete details in first letter. Reply to Box 981, BROADCASTING.

Announcer—Capable becoming program director. Sober, capable, cooperative. New York network local. Details first letter. Box 989, BROADCASTING.

Advertising salesman to sell radio programs. Travel middlewest; drawing account and commission. Box 991, BROADCASTING.

New England announcer—Permanent position doing news, record and variety shows with 5 kw CBS affiliate. Must be experienced and stay for one year. Preferably a veteran and a man interested in becoming a part of the staff and community. Also must be successful in present work. Write Box 992, BROADCASTING.

Wanted—First class transmitter operator for Wisconsin Network station. No announcing. This is not a duration job. Experience unnecessary. Box 9, BROADCASTING.

Wanted—Southern 5 kw regional wants one good reliable first phone man. Not exactly a gold mine but a secure future. No floaters please. Box 37, BROADCASTING.

Salesman—Not to just tell time but to sell radio advertising at network station, Rocky Mountain area, not a defense center. Box 42, BROADCASTING.

Excellent opportunity offered to 1st class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00 per week. Box 43, BROADCASTING.

A NBC affiliated station in the deep south (city of 100,000) has openings for a chief announcer and one straight announcer who can handle sports. These are permanent positions with opportunity for growth with a station now ready to proceed with an elaborate expansion program. Box 51, BROADCASTING.

Announcers-engineers. Georgia network outlet has immediate opening for announcers and engineers. Combination man with first class tickets offered exceptional opportunity. $50.00 to $60.00 per week for right men. Box 61, BROADCASTING.

Wanted—First class radiotelephone operator who knows transmitters and associated equipment. Good maintenance man. Provide radio background, references and snapshot. KSEI, Pocatello, Idaho.

Announcer with news writing background. Write C. L. Eanes, Chester Times, Chester, Penna.

Chief engineer—250 watt WE equip. Start $55.00 weekly. Meat aplenty; no war crowds. C. H. Frey, WLOG, Logan, W. Va.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Wanted — Announcer experienced in news and sports to handle regular news editor-announcer position and do play by play sports. Permanent position. Open Sept. 1st. Contact Bob McRaney, General Manager Midsouth Network, Columbus, Miss.

Engineer who has first class license and has had practical experience with knowledge of knowing how to keep station on the air, can get a good permanent berth with a good station by wiring Station WOLS, Florence, S. C.

Help Wanted (Cont'd)

Manager for radio station—Must be thoroughly experienced technical, programs, promotion and businessman; unusual opportunity for young, preferably college-trained man. Sufficient detail with references must be in application. Information held in strict confidence. Box 66, BROADCASTING.

Engineer—New station to be opened in Baltimore offers good earning possibilities and real opportunity for 1st class radio engineer experienced in all phases of broadcasting station installation and construction. Permanent. State full particulars and salary expected in 1st letter. Box 67, BROADCASTING.

Announcer—Immediate opening at 5000 watts CBS affiliate for staff announcer. Mail pull experience will help. Permanent position for right man. Write or wire. Box 68, BROADCASTING.

Copywriter—Here's a good permanent position if you can write comercial copy and other contiunity. We are a 5000 watt CBS affiliate. Give details in first letter. Box 69, BROADCASTING.

Need news man for rewrite and mike work immediately. Send transcription to Dow Mooney, WKY Radiophone Company, Oklahoma City, Okla.

Situations Wanted

Farm program director—Six years experience supervising, writing, and announcing on two of the nations best known 50 kw stations. Also, interested in general programming. Box 81. BROADCASTING.

Writer, college graduate. Two years radio experience continuity editor, agency work. Looking for permanent job in ideal location. Box 83, BROADCASTING.

Thoroughly experienced saleman with excellent record, now in 4 station market of half million, desires permanent position as saleman in major market. Box 84, BROADCASTING.

Announcer-Beginner. Completed courses all phases radio, transcriptions, details on request. Box 82, BROADCASTING.

Versatile veteran, 27—Experience: Motion picture photography, music composition, script continuity, sales experience. Excellent background for radio and/or television programming and production. Will go anywhere. Box 70, BROADCASTING.

Radio engineer available—2½ years research and construction of FM transmitters equipment for Navy Department. 4½ years chief engineer of local AM broadcast station. 6 years of industrial electrical engineering. Desire job of constructing FM and TV broadcast stations. References of ability, character and responsibility upon request. Box 71, BROADCASTING.

Veteran to be honorably discharged in month, desires permanent top engineering connection with progressive station, preferably midwest or far-west. Background of 12 years' broadcast engineering experience with regional stations included studio and plant installation. Navy background (rank: Lt. Commander) covered every phase of radio engineering. land lines, transmitter installations, etc. Married. Late thirties. Best references. Box 72, BROADCASTING.

Radio engineer—Twelve years experience in broadcasting. Experience includes FM and directional antennas. Desires a connection with a broadcast station. Box 996, BROADCASTING.

Announcer-assistant director 4 years. Network research 1 year. Box 26, BROADCASTING.

Talented announcer. Veteran. Two years college. Experience with Mutual affiliate. Turntable and control work. High quality voice. Loves radio, loves work. Guarantee satisfaction at any station. Will go anywhere in U. S. Prefer large city. Voice recording on request. Box 44, BROADCASTING.

Announcer-operator, 3 years excellent experience, seeks position as combination program director-announcer-operator, preferably Florida. First class license. Musician with good musical background. College graduate. Box 45, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Former 500 kw operator, 15 years of radio, wants chief's job in 1 kw or larger. Excellent background, thoroughly experienced. College education includes radio and math. Family man, wants permanent position. Worthy, well qualified, have good report, of part experience. Box 46, BROADCASTING.

New York network announcer—Rich voice, smooth style, will arrive in Los Angeles, California, October 1. Seeking position as announcer or program director. 9 years experience. Single. Box 48, BROADCASTING.

Announcer wants permanent position with east coast station. Formerly 50 kw and FM. Family man. Good references. Box 49, BROADCASTING.

First class licensed engineer, 29, married, with 5 years experience in radio, Radar, broadcast and supervision, desires permanent position as chief engineer, preferably with new station. Box 52, BROADCASTING.

Experienced football announcer available from Chicago for Saturday and Sunday schedule. Box 53, BROADCASTING.

Producer and rewrite, 9 years radio, 6 as engineer announcer, 3 as traffic manager with major network and presently production manager with new eastern station. Married, 4F. Want permanent position with concern planning expansion. Refs. Box 56, BROADCASTING.

Attention FCC applicants—Experienced television engineer currently associated with established commercial tele station seeks connection with proposed tele station, preferably California or Texas. Capable of supervision of layout, installation, and operation of studios, transmitter, field and telecine equipment. Box 57, BROADCASTING.

Newswriter - scriptwriter - editor desires permanent position. Fifteen years with news agency. Experience handling program planning and special events. Just returned after two years overseas with Government broadcasting station. Married. Box 58, BROADCASTING.

Radio operator—Veteran desires permanent position. First class license. Prewar experience. Also experience as lab technician and on Radar. Box 59, BROADCASTING.

Permanent position chief engineer. Experienced. Station with plans for FM preferred. Character and ability references on request. Age 39, married. Box 60, BROADCASTING.

Radio engineer—Manufacturing design and devlopment, broadcast station engineering, design and installation of new stations, will be available in 2 months. Box 62, BROADCASTING.

Engineer—Seven years broadcasting, three years FCC, for the past 15 months field engineer with large company installing and servicing Radar and other wartime electronic equipment, desires connection with organization contemplating expansion and construction. First class license. Age 37, married. Box 63, BROADCASTING.

Engineer—Chief, construction, expansion. Slide rule, Calculus PLUS practical ability, experience. West coast area preferred. Box 65, BROADCASTING.

News writer—Also announcing, acting, publicity, teaching exrerience. Young lady, college graduate. Box 73, BROADCASTING.

Experienced announcer, 3 years of staff sports and ad lib. Box 74, BROADCASTING.

Young, talented, ambitious veteran wants announcing job in small station: go anywhere, (well, almost). Box 75, BROADCASTING.

Announcer, commentator, writer. Young woman, college graduate. Now employed; director of broadcasting and entertainment activities for large industrial plant; public relations. Previously with network stations, wishes position with radio station or advertising agency. Excellent references. Box 76, BROADCASTING.

Announcer. One and a half year's experience in news and commercial announcing. Desires to specialize in news announcing. Age 36, married, reliable and sober. Prefer midwest station. Box 77, BROADCASTING.

Announcer-Operator graduate prominent radio school taught by network professionals, desires permanent staff position with small progressive station in the eastern states. Have had some practical experience with Mutual affiliate station. Can write commercial continuity. Veteran, married, 24, no children. Details write to Box 78, BROADCASTING.

Wanted to Buy

Want several RCA 85-X isolation amplifiers and 85-B1 pre-amplifiers. Box 64, BROADCASTING.

Wanted—One RCA 33-A Jack strip. WSPA, Spartanburg, S. C.

For Sale

For sale—Bulk lot three used Western Electric amplifiers with tubes as is, $350, original cost $665. WE 119A 5 tube combined microphone pre and booster amplifier. WE 118A 50 watt parallel PP 6L6 high fidelity recording or sound system amplifier. WE 124D 20 watt PP 6L6 high fidelity monitoring or recording amplifier. Box 47, BROADCASTING.

For sale—New 250 watt transmitter. Price $1750. Box 55, BROADCASTING.

For sale—Western Electric 23-C speech input equipment. Perfect condition, has never been used. Call or wire E. T. McKenzie, WJBK, Detroit, Michigan.

375 Ft. Truscon, self-supporting tower, complete with all lighting accessories. Now stored. Radio Station WAGA, Atlanta 3, Georgia.

New radiotone turntables; RA-16, $565.00; R-16, $345.00; D-16, $160.00. Prepaid anywhere in U. S. No priority. Northwest Electronics Co., N. 104 Monroe St., Spokane, Washington.

Broadcast transmitters available—(2) New 250 watt Model K-250 at $3,000 each; (1) New 250 watt Composite at $3,000; (2) New 1000 watt Model K-1000 at $6425 each; (1) Reconditioned 500 watt Western Electric $5000; (1) Reconditioned 1000 watt De Forest-Sylvania at $5,500 each. Filing data available. Terms 50% with order, balance at time of shipment. Transference subject to any Government regulations. Kluge Electronics Company, 1031 North Alvarado Street, Los Angeles 26, California. Telephone Exposition 1742.

1 kw high fidelity transmitter complete with tubes, oscilloscope, etc., constructed of heavy duty components by WSM engineering department and formerly used as high frequency transmitter. Easily converted to standard band. First $3,500 cash. WSAV, Savannah, Ga.

Miscellaneous

Managing executive with thorough radio experience will invest capital and capable services in local station or will buy outright. Box 28, BROADCASTING.

Announcer's, writer's emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

SMART COPY BUY!

SCRIPT WRITER — Young woman with creative ideas; continuity; creation and production of special programs; university graduate; comprehensive knowledge of programming, music and literature; experience, with know-how of station operation; desires change from east to Chicago or vicinity; available for interview.

BOX 54, BROADCASTING

WANTED

Experienced play - by - play sports announcer, football, basketball and baseball. Year-round job at excellent salary. Excellent opportunity on one of the best sports stations in the nation for the right man. Wire experience and starting salary William C. Grove.

KFBC

Cheyenne, Wyoming

XUM

Cancel-Test

WHEN KXRO Aberdeen, Wash., failed to broadcast Mutual *Queen for a Day* the other day, local listeners "tore the place to pieces", station reported. Phillips Carlin, Mutual vice-president in charge of programs, shortly is to ask affiliates which have been carrying series since inception to cancel for a day without advance notice as a check on local audience interest in the show.

Army-Notre Dame TV

ARMY-NOTRE DAME football game slated to be played Dec. 1, plus two other Army football contests, will be television on WNBT, NBC video station this fall. Schedule includes the Army-Michigan game from the Polo Grounds on Oct. 13 and Army-Duke game from Yankee Stadium Oct. 27. Bob Stanton will describe the plays.

WANTED
Broadcast Engineers

● Here is a chance to get in on the ground floor of a postwar expansion program in a field where your past experience will count most. Openings for engineers having experience with broadcast equipment in design, development, or construction of audio, FM and AM transmitters and all associated equipment. Write to Personnel Manager

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High Power Tube Specialists Exclusively

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BUY WAR BONDS

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, **WSIX**
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C

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At Deadline...

AFM TO APPEAL CIRCUIT COURT DECISION

AMERICAN FEDERATION OF MUSICIANS has instructed counsel to appeal to U. S. Supreme Court decision of the Circuit Court of Appeals in platter turner case. Circuit Court upheld ruling of National Labor Relations Board that handling of records and turntables at stations operated by NBC and American should be done by member of National Assn. of Broadcast Engineers & Technicians, independent engineers union, in all cities except Chicago, where it is done by AFM members. Ruling was based on historical precedent.

Following signing of decree ordering parties to comply with its decision by the Circuit Court judges, NABET has requested American and NBC to begin negotiations of a new contract as soon as possible after Labor Day. American could not accept Sept. 4, date requested by NABET, as Joseph McDonald, network counsel in charge of labor relations, will be in Grand Rapids that day defending network against petition of Associated Broadcasting Corp. for injunction restraining American from using "ABC Network" as identification.

VICTORY LOAN AIR PLANS

EXPANDED radio activities planned by Treasury War Finance Division for $11,000,000,000 Victory Loan starting Oct. 29, as WFD must assume handling of materials formerly scheduled through OWI allocations. Copy stresses care of wounded veterans, bringing the boys home, self-interest, etc. Radio material scheduled includes: three-weekly quarter-hour transcribed *Treasury Salutes;* 18 (three per week) quarter-hour *Music for Millions;* like number of four minute *Sing for Victory* to be incorporated with previous disc; series of four minute Hollywood spots; series of sports spots. Additional announcements packets and programs scheduled.

MBS JOB SERIES

WITH J. A. Krug, WPB chairman, as opening speaker, Mutual on Aug. 27 starts a Tuesday-through-Friday series on *Reconversion and Jobs* at 8:15-8:30 p.m. Subsequent speakers will include Eugene E. Wilson, president, Aircraft Industries Assn.; Paul S. Willis, president, Assn. of Grocery Mfrs.; John Ballantyne, president, Philco Radio Corp. and other industrial leaders. William Hillman, Mutual Washington commentator, will introduce speakers.

WFLA TRANSFER

CONSENT was granted by FCC last week to acquisition of control of WFLA Tampa, Fla., by A. W. Curry and R. Keith Kane, trustees under will of late John Stewart Bryan through purchase for $41,340 of 106 shares common stock from group headed by J. S. Mims. Added to stock already held by Curry and Kane as trustees, plus holdings of other members of Bryan family, give that group control of The Tribune Co., station licensee.

MORRELL DROPS NEWS

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food) on Sept. 22 cancels Alex Dreier newscasts on NBC, due to end of war. Henri, Hurst & McDonald, Morrell agency, looking for replacement.

'WHEN A GIRL MARRIES' TOPS AUGUST DAYTIME

TOP weekday daytime program is When a Girl Marries, according to August report of C. E. Hooper Inc. on daytime listening, which rates the program at 9.4. Others in top ten are: Kate Smith Speaks, 9.3; Portia Faces Life, 8.9; Breakfast in Hollywood (Kellogg), 8.6; Big Sister, 8.5; Ma Perkins (CBS), 8.4; Young Widder Brown, 8.3; Lorenzo Jones, 8.2; Pepper Young's Family, 8.0; Stella Dallas, 7.9; Breakfast in Hollywood (Procter & Gamble Co.), 7.9.

Covering week of Aug. 8-14, preceding and including announcement that Japan had surrendered, the report reveals that while average daytime available audience was 68.0, down 0.4 from July report and down 0.9 from August 1944, average sets-in-use was 23.4, up 10.1 from July and up 9.9 from a year ago. Average rating of network sponsored programs was 5.7, up 2.0 from July and up 1.7 from year ago.

Hymns of All Churches on NBC had highest sponsor identification index, 69.4. Tom Mix program had most listeners per set, 2.48. Our Gal Sunday had the most women listeners per receiver, 1.37; John W. Vandercook the most men, 0.69, and Terry and the Pirates the most children, 1.26.

U. S. DELEGATION OFF TO RIO SUNDAY

AMERICAN delegates to the Third Inter-American Radio Conference, opening Sept. 3 in Rio de Janeiro, were to leave Washington Sunday by air, headed by Adolf A. Berle, U. S. Ambassador to Brazil. Representing the FCC were Commissioner Ray C. Wakefield [CLOSED CIRCUIT, Aug. 20], General Counsel Rosel H. Hyde and Marion H. Woodward, chief, International Division.

On Conference agenda are: standardization of rates, settlement of balances between countries, frequency assignment and interference. Commissioner Wakefield, globe-trotting member of FCC, after Conference will visit Lima, Peru and Bogota, Colombia on international telegraph matters. Messrs. Hyde and Woodward will accompany him. Mr. Wakefield has been Commission delegate to several South American and European countries in past year.

MRS. STANLEY LEAVES FCC

MRS. DOROTHY S. STANLEY, with Broadcast License Division of FCC and predecessors 18 years, resigned Aug. 25 to be married to Louis Hartig, Ft. Lauderdale, Fla. She joined broadcast licensing section of Dept. of Commerce in August 1927, continuing with Federal Radio Commission and FCC. She will live in Ft. Lauderdale.

PAPER RELEASED

ALL rationing of paper for magazines and books was ended Aug. 24 in an order handed down by the WPB. The action does not affect newsprint. As a result of the WPB order BROADCASTING magazine will return to its 1942 paper standards, removing all space and circulation restrictions now in effect.

People

GEORGE KONDOLF, long with the theatre, has been appointed producer of *Theatre Guild on the Air*, sponsored by U. S. Steel Corp., New York, on American. Assisting as story editor will be Charles Newton, former writer for American and NBC. Original music for the series has been written by Harold Levey.

RICHARD POWERS, West Coast supervisor of ASCAP, has resigned to join Metro-Goldwyn-Mayer Studios as music coordinator.

DAN J. COLLINS, direct sales manager and assistant to advertising director, LaSalle Extension University, Chicago, named executive secretary of Chicago Federated Advertising Club.

AL CAVIGGA, staff engineer of WOR New York, has been given leave to play with College All Stars team in All Stars-Green Bay Packers football game in Chicago Aug. 30. Former guard and end at Louisiana State, Cavigga will play with the New York Giants this fall.

ROLLAND W. TAYLOR, account executive of Wm. Esty & Co., New York, appointed v-p.

BYRON PRICE, Director of Censorship, will broadcast on MBS Aug. 30, 1:15-1:30 p.m., in connection with observance of Jaycee Radio Week by the Junior Chamber of Commerce.

LATE FCC APPLICATIONS

HOBART STEPHENSON, partner in WLDS Jacksonville, Ill., proposes to withdraw his interest and build new outlet in Centralia, Ill., according to applications filed with FCC last week. He seeks Centralia facilities of 1210 kc, 1 kw, daytime. He is to receive $12,000 plus for his WLDS interest.

Licensee of KTHS Hot Springs, Ark., seeks new outlet on 740 kc, 1 kw, 5 kw LS for Hot Springs, contingent on grant of its pending application to move KTHS to Memphis.

Owners and operators of WPDQ Jacksonville, Fla., are principals in application for new station in Augusta, Ga., on 1340 kc with 250 w unlimited. New firm is Voice of Augusta Inc.

Midwestern representative for SESAC, James F. Kyler, is v-p and director of Central Illinois Radio Corp., filing for 250 w unlimited time on 1340 kc in Peoria, Ill.

WMAL Washington filed for a TV station on channel 6 with 3 kw aural, 4 kw visual power.

KPAS SEEKS 750 KC

KPAS Pasadena, Calf., has asked the FCC to shift its 10 kw operation from 1110 to 750 kc, according to Wesley I. Dumm, president of Pacific Coast Broadcasting Co., licensee and operator of KPAS. Directional pattern would be used. KPAS at present shares 1110 kc channel with KFAB Lincoln, WBT Charlotte and WMBI Chicago (limited time). Now operating on 750 kc, also a clear channel, are WSB Atlanta (50 kw), KMMJ Grand Island, Neb., WHEB Portsmouth, N. H., and KXL Portland, Ore.

WOKO CONTINUED

SPECIAL temporary authorization for WOKO Albany, N. Y., has been extended from Aug. 31 to Nov. 30 by FCC on petition of station counsel, pending outcome of appeal. WOKO was ordered deleted by the Commission on grounds that Sam Pickard, former Commissioner and CBS vice-president, owned a hidden interest.

XUM

CALIFORNIA
SUN-MAID
SEEDLESS
RAISINS
"Record!"
Had Your Iron Today?
Energize—Ironize!
With Luscious Little Raisins
THE "O. T. J. (On the Jump) Club" is always three or four jumps ahead of the enervated crowd. And they're usually the chaps that run the business.
They've all got too much work to do.
Need new members in that club to help. Always looking for them. Don't let them get you yawn at 3 P. M.
Eat some little raisins and ward off 3 o'clock fatigue.
100 calories of energizing nutriment in every package of Little Sun-Maids—75% fruit sugar in the form of levulose. Practically predigested so it energizes almost immediately.
Gives you iron also—good food for the blood.
Delicious when you're hungry.
Try one or two packages daily at 3 P. M. for ten days as a test.
Join the O.T.J.
Little Sun-Maids
"Between-Meal" Raisins
5c Everywhere

This Campaign Put "Vitality" Into FOOD...and Into FOOD SALES!

When the Sun-Maid Raisin Growers of California commenced, back in 1921, the advertising theme "Had Your Iron Today?" they helped start a trend that has vitalized food sales ever since. Today, scores of every-day foods are profiting from Sun-Maid's pioneering by promoting their therapeutic values.

In the DISTRIBUTION DECADE

Advertising Must Give New VITALITY To Sales!

SELLING is going to have to be *stepped up* beyond anything we have yet known, if we are to avoid disastrous economic dislocation in the Distribution Decade. For to maintain a safe employment level, we as a Nation will have to consume 40% more industrial production than in our greatest prewar year.

There will be manpower, manufacturing facilities, money and materials aplenty to produce goods. The problem will be to *distribute* these goods efficiently, economically and speedily. That means *accelerated sales*—and a new opportunity and responsibility for Advertising.

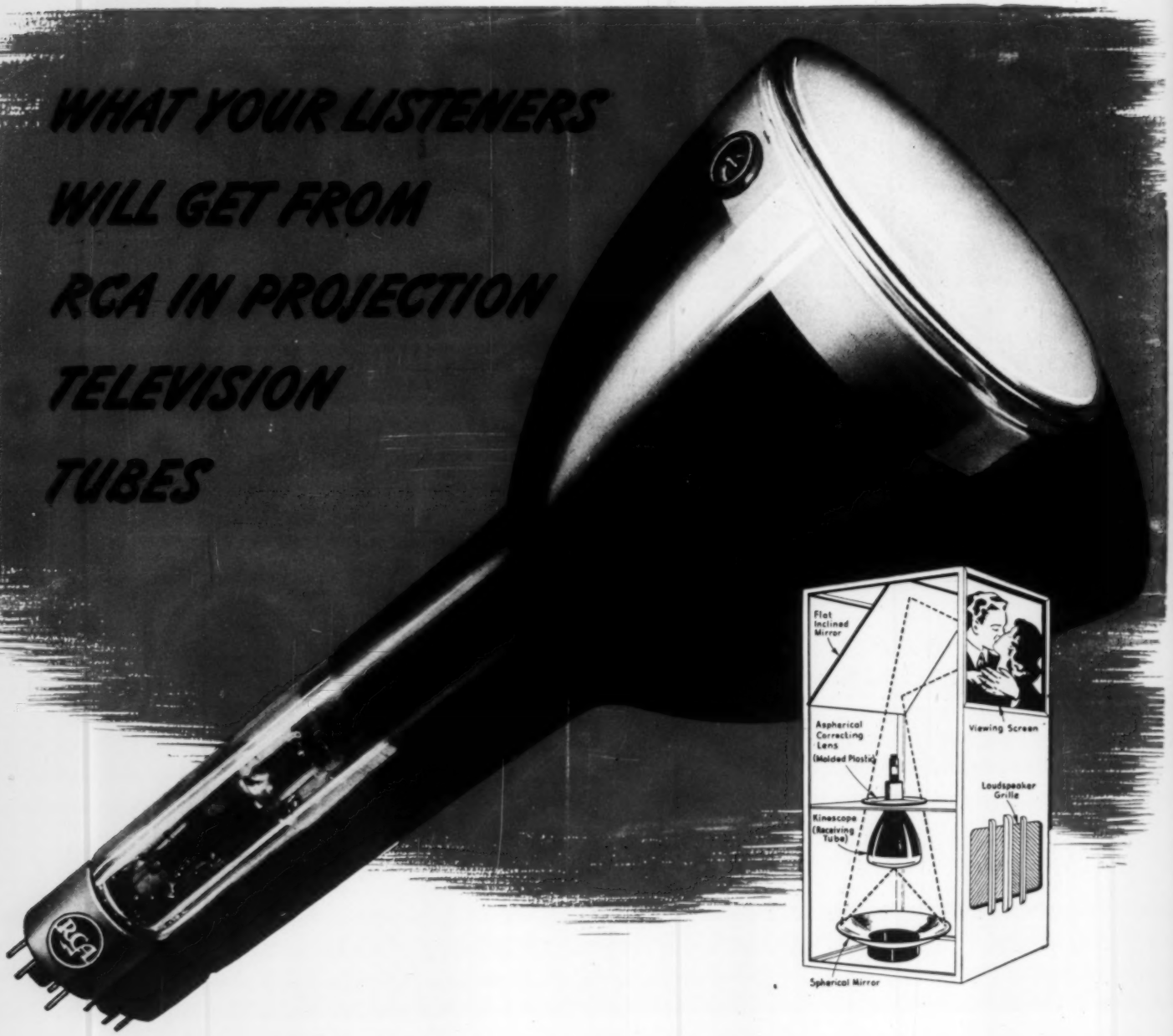
The alert advertising men who are perfecting plans for the Distribution Decade will find that we at The Nation's Station have not been idle, either. When the time comes, we will have much to tell you about the great 4-State Market that is WLW-land!

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

WHAT YOUR LISTENERS WILL GET FROM RCA IN PROJECTION TELEVISION TUBES



LOWER COST OF TUBES: Simple bulb design in soft glass lends itself to low-cost quantity production.

LOW-COST POWER SUPPLY: New electrostatic-focus electron gun avoids cost of a magnetic-focus coil and, at the same time, permits use of a low-cost power supply not requiring good regulation.

HIGH CONTRAST: New "settling" method of applying screen reduces degree of optical contact between fluorescent particles and face of tube, resulting in higher contrast.

TAILORED TO PROJECTION OPTICS: Spherical face of RCA projection kinescopes matches RCA reflection-type optical system.

Already, RCA has demonstrated to hundreds of engineers and radio experts television of tomorrow as made possible by these new tubes. Screens as large as a newspaper page, with clear, bright images, enable dozens of persons to see the program... and this is but one example of RCA electron-tube development, engineering and leadership.

The Fountainhead of Modern Tube Development is RCA

In the broadcast field, too, RCA leadership in development, engineering, and manufacturing has made RCA transmitting tubes the standard of comparison. So, when you need tubes for your transmitter—AM, FM, or Television—call your nearby RCA broadcast specialist.

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